26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MAY 13, 1957 35¢ PER COPY

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WBKB Dedicates New Quarters Thursday

CHICAGO'S FIRST!

NOW, CHICAGO'S FINEST!!

Now, home of Chicago's pioneer television station is the newly decorated and equipped ABC State Lake Building at 190 North State Street!

Come in and see us. We think you'll agree we have the finest in studios, offices and television equipment. And, we're the only Chicago station which has studios specially built and prepared for color television.

Our aim is the same as it's been for 18 years—to serve the public as efficiently and as well as we possibly can.

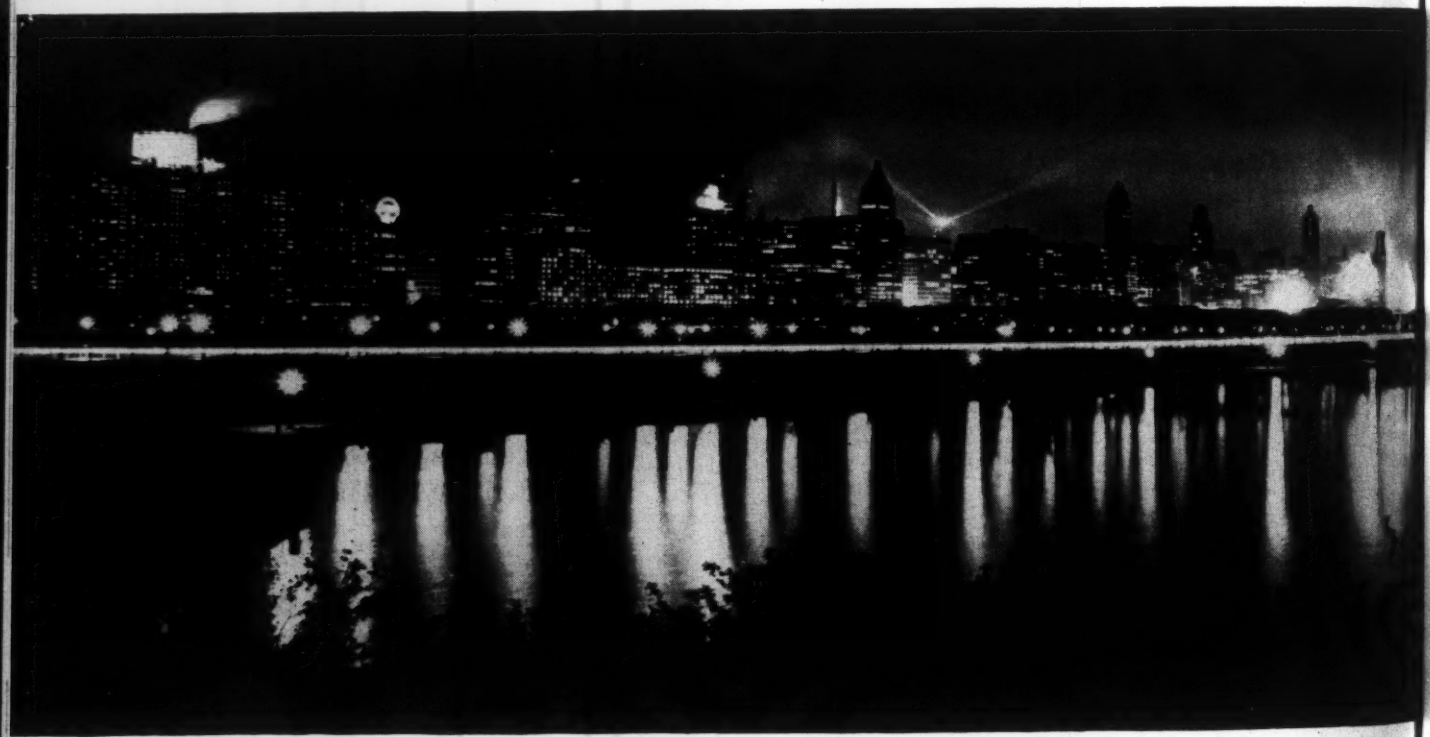
WBKB–one of ABC's five great owned and operated stations

Represented by Blair TV

Now nighttime Chicago is a changed city!

WBKB (ABC-TV in CHICAGO) takes second place in America's second market!*

* *Nielsen & ARB, March, 1957. Common fully-sponsored half-hours, Sun. through Sat., 6:30-9:30 P.M. (Chicago time)*



Both Nielsen and ARB Reports for March place ABC's WBKB solidly in the number two spot in common fully-sponsored nighttime half-hours.

The WBKB Nielsen edge over the third place network station is 18.7 to 14.0. In ARB it's 19.9 to 13.9. (And *both* reports show WBKB just about one point behind the No. 1 network station.)

How come this big change in nighttime Chicago? How come this same change in dozens of other key markets? The formula is simple: good programming equals good ratings; better programming equals better ratings. It's working now, and wait 'til next fall.

abc television network

LET'S DROP BY WBKB'S NEW QUARTERS

Chicago's tv pioneer to dedicate its modernized facilities this Thursday

THE nation's third oldest television station, having undergone a face-lifting, receives a ceremonial unveiling next Thursday.

On May 16 Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., will dedicate the new three-floor facilities of ABC's o&o WBKB (TV) in Chicago's Loop. Official ceremonies will mark the station's return to quarters in the State Lake Bldg., culminating an eight-month construction project.

Though modest in cost compared with another network's o&o station construction project in the same city—an estimated $1.5 million as against a reported $6 million for CBS-Chicago (WBBM-AM-TV)—WBKB's new facilities will provide the station and network with "60% greater space than previously" in its old quarters.

From a small suite of rooms claiming a central control center little larger than an average kitchenette-sized apartment, operated by a modest complement of eight persons, to a new plant with total floor space of 36,000 square feet and 376 working personnel—those are a few of the changes represented in the 18-year transition from experimental operation of W9XBK to the full-fledged WBKB.

The new ABC State Lake Bldg. is the property of the Balaban & Katz Corp. theatre chain, an AB-PT subsidiary and one-time owner of WBKB. By spring of 1958 ABC-TV network sales (and probably ABC Radio) and related groups also will have completed the move, along with WBKB, from quarters in the Kemper (formerly Civic) Bldg. All ABC-TV central division (plus ABC Radio) facilities thus will be quartered in the refurbished State Lake Bldg. except for the network's daylight saving time operations (utilizing Ampex video tape recorders), which will remain in the Chicago Daily News Bldg. (Studios in the News Bldg. already have been relinquished.)

In layout, design, and compactness, WBKB's new quarters add up to one of the most modern and efficient tv station operations in the country. Arrangement of offices and facilities provides (1) departments and related functions grouped together and (2) other interrelated functional groups adjacent to each other. Objective: a minimum of traffic flow, with limited space turned to advantage and a more efficient operation. The problem: Fitting facilities to space, not space to facilities.

The plan called for three studios and control, dressing and prop storage rooms on the 12th floor; operational offices (shops for carpentry, scenic paint, backdrop storage, studio lighting maintenance, graphic arts, engineering, telecine projection film and slides, transcriptions, telephone switchboard and stage crew lockers) on the 11th, and executive-administrative accommodations (including reception lobby and conference room, and departments for programming, accounting, sales, advertising-promotion-publicity, news, mail-and-duplicating, traffic, communications, music, continuity, and producers-directors) on the 10th floor.

Layout and design of offices and facilities WBKB was directed by William P. Kusack, chief engineer, under supervision of Frank Marx, ABC vice president in charge of engineering and general services. Construction was completed under direction of Arch Trebow, construction director of Balaban & Katz Corp.

Credit for planning the new WBKB suites-and-motif goes to Montana & Schultz, South Bend (Ind.) architectural firm, whose principal, Robert J. Schultz, is an associate professor of architecture at the U. of Notre Dame. Among his many commissions, Mr. Schultz designed the studios of WNDU and WNDU-TV South Bend and is credited with fashioning the American Institute of Architects centennial postage stamp, issued by the U. S. Post Office Dept. as a commemorative stamp last February. Theory and function of Polk Bros. (appliance chain) architectural-designing service was applied in a counseling capacity in decorating WBKB's executive suite. Says Mr. Schultz:

"In general, the character we tried to achieve in the executive suite was one of restrained elegance, neither ostentatious on the one hand nor too utilitarian on the other." Says Polk Bros.' Goldie Bachman, assistant secretary:

"[There was] a close alliance of effort to achieve an individual character of the total executive suite unit—working with planes and colors, lights and textures—that is supremely distinctive and appealing."

A feature of the executive suite and adjoining conference and reception rooms is the new plastic shell type chair created by Herman Miller and designed as a practical answer to cramped seating problems. They stack vertically for convenient storage and, when placed in rows on the studio floor, interlock with metal clips, giving a stationary quality to non-permanent seating. They range in shades of red, gray, blue and green.

Another attraction of WBKB's new quarters is the provision for color tv. All electronic facilities will be capable of transmitting tinted television once the parent ABC-TV decides to give the green light—and with only the simplest of adaptations. Air-conditioning units, lighting and studio switchers are set for the day of color-casting and WBKB claims it is "the only television station in Chicago which has studios specially built and prepared for color tv."

All cables (camera, coaxial, control and inter-communication) are mounted overhead in ducts througtout WBKB's 12th floor—an innovation described as "not standard in television station design." The carriage, obviously, permits quick installation.

Ideal office layout is perhaps best typified by the adjacency of the film department to telecine, based on their inter-relation with and dependence upon each other. The former is a threshold apart from the telecine projection room where four Vidicon camera units

WBKB's RECEPTION ROOM combines easy informality of random width vertical redwood for soft natural finish and deep turquoise carpeting with utilitarian and functional pigskin tile at right for heavy usage on main traffic lane. Receptionist Marjorie Harris' desk has satin white top (banded with stainless steel to prevent chipping) into which telephone keyboard is recessed. Side portion projecting back to column is perforated to hold flower pots, while apron at front of desk (expanded metal screen) gives floating effect. Turquoise and white plastic coverings for seating units (alongside integral side table) were chosen to blend in with color harmony of room. Caller is Robert Platt of agency bearing his name.

MEMO FROM: THE BREAKFAST CLUB

TO: RED QUINLAN, WBKB-ABC

Congratulations from the Breakfast Club on another accomplishment. WBKB-ABC's new home is a credit to Chicago and is testimony to our mutual faith in her as a broadcasting center. Best wishes always.

Don

Don McNeill

105 WEST MADISON • CHICAGO 2, ILLINOIS • TELEPHONE RAndolph 6-8872

The Dean of Chicago News Commentators Congratulates America's Fastest Growing Network and TV Pioneer WBKB

ULMER TURNER*

Winner two consecutive years TV-GUIDE public poll "Oscar" as Chicago's Most Popular news broadcaster . . . Narrator-Reporter for WBKB-ABC televising of U. S. Senate Banking Committee inquiry into Orville Hodge Illinois State Auditor scandal (just awarded 1956 "Oscar" in Public Affairs and News Interpretation field by Ohio State University's Institute for Education by Radio-TV. Con O'Dea served as producer on the series) . . . Winner of Freedom Foundation Award 1954 ("Turner Calling", ABC Radio Network) . . . Public service citations B'nai Brith, American Legion and Catholic War Veterans.

Congratulations to

WBKB

Chicago's Pioneer Television Station

on your move to new permanent headquarters in the ABC State Lake Building

It seems hard to believe that it was 18 years ago you started out as experimental television station W9XBK. That was in the fall of 1939. You were the first TV station in Chicago and the third in the entire country. At that time there were less than one hundred receiving sets in all of Chicagoland.

We're well aware of these highlights of your career:

- During the war you offered your station's facilities to the Navy and helped to train over 80,000 radar operators.
- In 1945, you were the first television station in Chicago to present an educational television program.
- In 1946, you became the first station to televise Chicago Cubs' baseball games from Wrigley Field.
- In the years following the war you developed a variety of new and unique show formats (most outstanding of these—the beloved "Kukla, Fran and Ollie").
- And, you've contributed innumerable technological developments to the television industry as a whole.

What a long and active history you've had, WBKB. And now, after these many years of dynamic growth doesn't it feel good to come back to 190 North State Street—to the present ABC State Lake Building—to the place where you were born?

Your four 'sister' stations wish you the best of luck, WBKB —and want you to know they're proud to be a part of the great ABC network.

John H. Mitchell
Vice President of KGO-TV, San Francisco

"WBKB — always a great station. Better now than ever."

*

James G. Riddell
President and General Manager of WXYZ-TV, Detroit

"As WBKB continues to move forward — so does ABC."

*

Selig J. Seligman
General Manager of KABC-TV, Los Angeles

"Los Angeles is proud to praise its Mid-West colleague."

*

Robert L. Stone
Vice President of WABC-TV, New York

"Chicago and WBKB — a great credit to ABC."

WXYZ-TV Detroit
WABC-TV New York
all on channel **7**
KABC-TV Los Angeles
KGO-TV San Francisco

abc television network

Congratulations

WBKB

AND

ABC

ON YOUR

NEW

FACILITIES

PLANNED

AND

DESIGNED

FOR THE

PRESENT

AND

FUTURE

Regards

from

A FRIEND

are in use. Only 50% of the space presently is allocated and, again, provision is made for expansion to color. A sister film-editing room is housed in a film department with four editing booths for screening, a theatre for viewing by small groups and a storage room.

Other features in construction: "waylite" cement-composition blocks; zoned air-conditioning on all three floors, so that any breakdown in one zone will not affect units cooling other zones; special freight elevators, etc.

For a pictorial look at some of WBKB's new facilities—and at the work of the Montana & Schultz and Polk combine—see the following pages.

SOME MILESTONES AT WBKB (TV)

► Started experimental operation as W9XBK in September 1939—first tv station in Chicago, third in the United States—with 15 minutes daily of programming (newscasts and film shorts) from kitchenette-apartment size control room in old State Lake Bldg., 190 N. State St.

► Served as training center for 80,000 Navy radar operators during World War II (from January 1942 to August 1945), with John Balaban, president of Balaban & Katz (owner of W9XBK), offering personnel, space and equipment. Capt. William C. Eddy, first manager of WBKB and leading electronics engineer, was commanding officer of school (now head of Television Assoc. Inc., Michigan City, Ind., consultant firm).

► Manned operations during war years with Women's Auxiliary Television Technicians ("The Watts"), who functioned as camera operators.

► Obtained FCC license and construction permit for commercial tv operation on ch. 4 in August and debuted as WBKB (TV) Oct. 13, 1943.

► Merged physically with ABC o&o WENR-TV in 1953, after consolidation of United Paramount Theatres Inc. and ABC and formation of new American Broadcasting-Paramount Theatres Inc. Feb. 9, assuming WBKB (TV) call letters on ch. 7.

► Appointed Sterling C. Quinlan publicity

Continues on page 85

TEN YEARS AGO this was the master control room at WBKB, modern then but a far cry from the new central control facility (see opposite page).

CONGRATULATIONS

ON A

GOOD MOVE-

from your

"Wednesday Nite Fights"

»»» • «««

TELECASTER

JACK

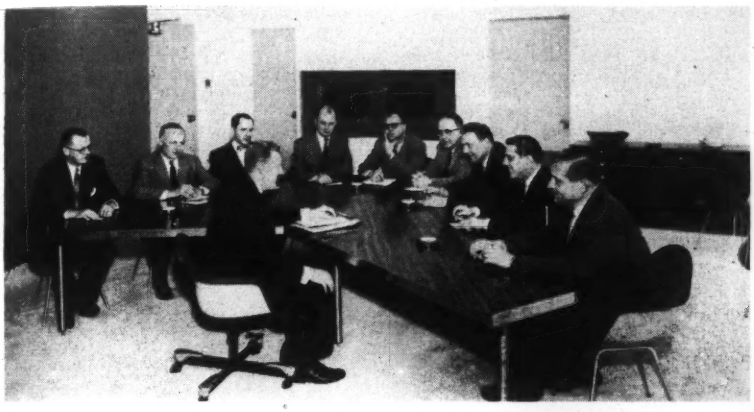
DREES

»»» • «««

ABC

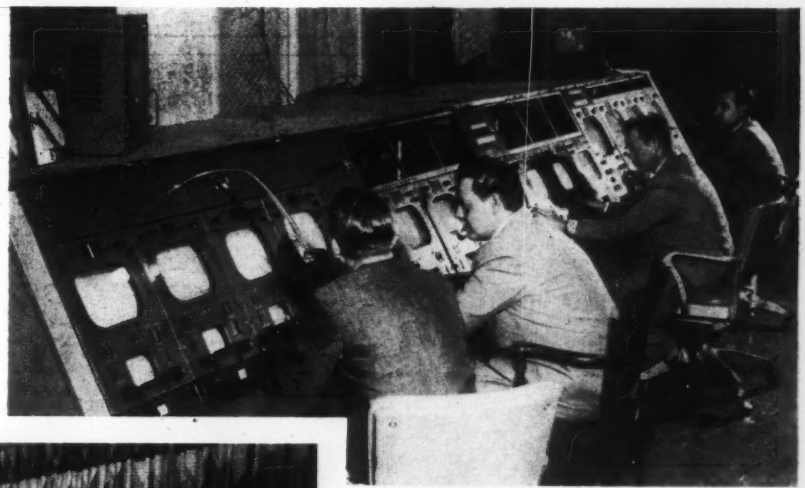
CHICAGO

"TRICORN" table consisting of three pie-shaped sections for single, paired or buffet usage is main feature of conference room. North bank of windows (l) are draped with translucent white Fiberglas, giving them effect of being felt, not seen. Overall interior effects are reflected on east (rear) wall with three-dimensional, charcoal-textured surface—the result of translating the "mood" of the design and achieving actual mural in texture. Carpet is thick in a light martini color.



ONE PART DELETED from the "Tricorn" conference table accommodates a typical WBKB executive meeting called by Sterling C. Quinlan (front), ABC vice president in charge of station. Others (clockwise): Con O'Dea, newsroom manager; Rex Maupin, music conductor; Clar Heiser, national spot sales manager; William Kusack, chief of engineering; Elliott W. Henry Jr., advertising, promotion and publicity director; John Fitzpatrick, production manager; Tom Osborne, office manager; Grover J. Allen, executive producer, and Mathew Vieracker, general manager. In background are twin monitor screens.

DEPARTURE in conventional layout of tv stations was instituted by WBKB with central control facility housing 90% of all technical equipment, including all camera control units in area rather than in studio control rooms. Station claims setup permits extremely flexible operation and simplifies conversion to color tv, describing it as "nerve center." Only audio controls and video switching panels are maintained in individual control booths. Shown here is monitor panel console.



BLEND of working and living room characteristics is achieved in Vice President Quinlan's "executive suite." White Fiberglas background is actually continuation of north wall in conference room, while east wall (right) is covered with draw drapes of soft shades of purple and purple-gray. (Both are window walls, while remaining two are neutral depending on furniture.) Executive desk is warm walnut with cane front and "L" shaped extension for tape recorder and other equipment.

The close alliance of efforts between Montana & Schultz, architects, who planned the suites for the new American Broadcasting Company accommodations, and Polk Bros. own Architectural-Designer Service, enabled us to translate the architects ***thinking*** about interior designing into ***fulfillment.***

This understanding of architectural planning and thinking, and an all-encompassing knowledge of sources for every item of furniture and the accessories, from wall coverings, floor coverings and fabrics through the gamut of highly stylized office furniture, lamps, etc., is available through Polk Bros. Contract Division.

Polk City—2850 N. Central Ave.—Chicago 34, Illinois—NAtional 2-5600

ABC-TV **WBKB-TV**

Congratulations and best wishes
for your successful and progressive planning
as reflected in your new Chicago studios

GENERAL COMMUNICATIONS, INC.

MAKERS OF TIME PROVEN EQUIPMENT

- Complete color video switching and distribution systems
- Remote control—preisolated—relay operated switches
- Originators of current stabilize—multiple output—feedback video amplifiers
- Master and individual power supplies—sync amplifiers—color mixer amplifiers
- All new style plug in chassis designed for top quality color operations
- Custom built switches—preset or instantaneous—combined audio—any size

FORT ATKINSON, **WISCONSIN**

SHEENA, QUEEN OF THE JUNGLE

STEVE McQUINN*

*Cesar Romero in PASSPORT TO DANGER

THE THREE MUSKETEERS

ALL THE STARS OF THE PLAYHOUSE

they **like** their
new home in **Chicago**

GOOD LUCK WBKB

WBKB (TV)—American Broadcasting Company

"Correlation" by STEEL AGE
Again the Quality Choice for a Modern Office

Our sincere congratulations to WBKB (TV) and the American Broadcasting Company upon the dedication of their new and modern facilities in the ABC State Lake Building, Chicago.

Corry-Jamestown is especially proud of the fact that Steel Age "Correlation" desks were selected for WBKB's new offices. Combining beauty and modern styling with flexible, modular construction, Correlation office furniture assures WBKB of facilities among the most efficient and attractive in the telecasting industry.

Steel Age

CORRY-JAMESTOWN MFG. CORP.

CORRY 3, PA

Dealers in Principal Cities Throughout the Country

Congratulations, WBKB,

and best wishes on your new home!

We at **tpa** feel signally honored to be associated with you, and proud that we can share in this achievement—one of the most significant expansions in the television industry. In saluting you on your success, we point with pride to these **tpa** series now scheduled on WBKB—

HAWKEYE AND THE LAST OF THE MOHICANS

starring JOHN HART and LON CHANEY

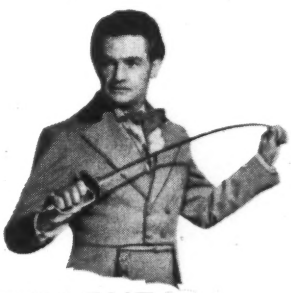
COMING SOON!

SUSIE

starring ANN SOTHERN

MONDAYS through FRIDAYS
1 to 1:30 P. M.
SATURDAYS 9:30 to 10 P. M.

THE COUNT OF MONTE CRISTO



starring GEORGE DOLENZ

SUNDAYS—4 to 4:30 P. M.

FOREIGN LEGIONNAIRE

starring BUSTER CRABBE
as CAPTAIN GALLANT
and featuring "CUFFY" CRABBE

SUNDAYS—5 to 5:30 P. M.

tpa *Television Programs of America, Inc.*

EDWARD SMALL, Chairman • MILTON A. GORDON, President • MICHAEL M. SILLERMAN, Executive Vice-President

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

* Air Conditioning

* Heating - Piping

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ENGINEERING CO.

215 WEST ONTARIO STREET • DElaware 7-4820

We Salute A. B. C.

GREENWOOD CONSTRUCTION CO.

GENERAL CONTRACTOR

64 W. RANDOLPH ST. CHICAGO, ILLINOIS

In
Memory
of
John Balaban

Mr. & Mrs. Arthur Glass

Continues from page 78

and promotion director in 1950 and program manager in February and general manager in July 1953. He was elected vice president in charge of the ABC o&o outlet the following December.

► Claims several "firsts," among them: mobile relay west of New York, with segments of Michigan Ave. Shriners' parade in Chicago (September 1941); an educational tv program (September 1945); on-the-spot coverage of a local disaster, a furniture store explosion-fire (1947); Chicago Cubs tv coverage and Tam O'Shanter championship golf tournament (1946); high-frequency relay from South Bend, permitting transmission of U. of Notre Dame home football games (1947), and from Michigan City, for pro boxing bouts (January 1948); a system of instantaneous theatre tv west of New York; full-length telecast of legitimate stage plays (said by the station to be the first in the country).

► Premiered *Kukla, Fran & Ollie, Super Circus, Polka Time,* and Don McNeill's *Breakfast Club,* as local and network (ABC-TV) properties. Among its local personalities: Francois Pope, Norman Ross, Mary Hartline, Angel Casey, Tom Duggan, Ulmer Turner, Art Hern, Win Strackle and a host of others who have gone to the national networks.

► Barney Balaban, president and co-founder of B & K and pioneer in W9XBK, died April 4.

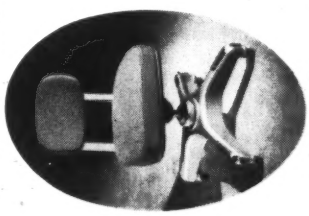
MORE SUBDUED FURNISHINGS are in General Manager Vieracker's office aside from walnut cabinets and executive desk. Carpet is cocoa color and chairs are upholstered in ochre and blue. Wall back of Mr. Vieracker (l) and Manuel Fingerhut, WBKB controller, is draped in white Fiberglas with blue accent. Assistant treasurer's office is similar to Mr. Vieracker's; office of vice president's secretary has same carpetry and desk motif.

Congratulations
WBKB
AND THE
American Broadcasting Co.

PACKING
MOVING
STORAGE
10 WAREHOUSES
TO SERVE YOU
JOYCE BROS.
STORAGE & VAN CO.
6428 N. CLARK STREET
ROgers Park 4-0033
CHICAGO
Wilmette 32
UN 4-7317
RO 4-0033
PACKING
STORAGE
SHIPPING
(AGENT ALLIED VAN LINES)

JOYCE BROS.
STORAGE & VAN CO.

there's good seating at WBKB



the chairs are METAL-LUX
by Milwaukee
*There is nothing finer in metal

MILWAUKEE METAL FURNITURE COMPANY (not inc.) 101 N. Campbell Ave., Chicago 12

WELCOME
NEIGHBOR!

TELEVISION
STATION
WBKB
of the
AMERICAN
BROADCASTING
COMPANY

STINEWAY
DRUG
STORE
STATE & LAKE BUILDING
CHICAGO, ILLINOIS

A great big fireworks display for . . .

WBKB, CHICAGO,

FROM

NTA

NEW YORK
CHICAGO
HOLLYWOOD
TORONTO
MEMPHIS
BOSTON
MINNEAPOLIS

ON THE OPENING OF WBKB'S NEW FACILITIES
IN THE STATE-LAKE BUILDING

NTA

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

. . . whose fabulous 20th Century-Fox feature films have been chalking up juicy ratings on WBKB, Friday nights at 10.

"We're happy to be with you WBKB in your new home in the ABC State Lake Building."

* **WAYNE ATKINSON** . . . STAFF ANNOUNCER—"V.I.P."
DON McNEILL'S BREAKFAST CLUB—A.B.C. RADIO

* **CHUCK BILL** . . "ADVENTURETIME," 4:30-5:00 DAILY, WBKB
DON McNEILL'S BREAKFAST CLUB—A.B.C. RADIO

* **RONNIE BORN**
"RECORDLAND BANDSTAND"

* **ANGEL CASEY** . . . "MORNING SPECTACULAR" — 8 TO 9 A.M. DAILY
"MICKEY MOUSE CLUB"

* **JOHNNY COONS**
"THE UNCLE JOHNNY COONS SHOW"—12 NOON, MON. THRU FRI.

* **BILL CUTHRIE**
STAFF ANNOUNCER

* **MARY HARTLINE**

* **ART HERN** . . . M.C., "MORNING SPECTACULAR," 8 TO 9 A.M. DAILY
"MICKEY MOUSE CLUB"

* **FRED KASPER** . . . STAFF ANNOUNCER—"PAUL HARVEY NEWS"
"ALL STAR BOWLERS"

* **RANDY KENT**. . . STAFF ANNOUNCER—"PAUL HARVEY NEWS"
"KUKLA, FRAN AND OLLIE"

* **MORT NEIMARK** . . . "SMILE-CLUB" 4-4:30 SAT.
WHIMSICAL CHILDREN'S DENTAL EDUCATION

* **BRUCE NEWTON** (PUPPETS AND VISUAL EFFECTS)
"MORNING SPECTACULAR"—"SMILE-CLUB"

* **FRANCOIS POPE** . . . "CREATIVE COOKERY"—9 TO 10 A.M. DAILY (AND SONS FRANK JR. AND BOB)

* **NORMAN ROSS** . . . "7 AT 11 A.M.," "V.I.P."

* **BUD & JIM STEWART** . ."HERE'S GERALDINE"

* **BILL WOLFF** . . . STAFF ANNOUNCER

Television's First Exclusive National Representative

BLAIR-TV *415 Madison Avenue, New York 17, N. Y.*

TEmpleton 8-5800

Boston
Chicago
Dallas
Detroit
Jacksonville
Los Angeles
New York
St. Louis
San Francisco
Seattle

May 10, 1957

Mr. Sterling C. Quinlan,
Vice President
Television Station WBKB
ABC-State-Lake Building
Chicago, Illinois

Dear Red:

It is no casual comment to say that we congratulate the American Broadcasting Company and Station WBKB on their superb new Chicago headquarters in the ABC-State-Lake Building.

For every salesman in our ten offices, it is a genuine pleasure to represent a station with a consistent record of outstanding service to its millions of viewers -- and, in consequence, outstanding results for its advertisers.

Best regards,

Bill

William H. Weldon
President

WHW:pmh

Big Expansion Planned By AAP Unit Overseas

A full-scale entry of AAP Inc., distributing agent for Associated Artists Productions Corp., into the foreign market was to be announced over the past weekend by Norman Katz, director of AAP's foreign department.

Mr. Katz at the same time was to reveal:

• Agreement with a syndicate to distribute all the company's product, both theatrical and tv, in Latin America for an amount "in excess of $6 million" and with AAP retaining an interest in the distribution company.

• First "big" sale in the Eastern Hemisphere, with purchase by Granada Tv and Associated rediffusion for British tv of AAP's Popeye cartoons [CLOSED CIRCUIT, April 29]. AAP also is in active negotiation "with all leading commercial stations and the BBC" for use of all AAP products in England.

• AAP is negotiating with Douglas Fairbanks Jr., planning to make him a top executive in the foreign operation. "If the plan goes through," according to AAP, "he would become an 'ambassador at large' representing AAP overseas."

Overseas activity will duplicate all AAP's moton picture, tv and allied activities in the U. S. Associated Artists Productions Corp. owns all Warner Bros. products through 1949, including features, cartoons and short subjects, and has Popeye cartoons, several hundred additional feature motion pictures and a number of tv series.

Mr. Katz made two trips around the world during a three-year period in which "careful study" of the foreign market was made. The decision for a "major expansion" into the Eastern Hemisphere hinged on the conclusion of a pact for distributing the company's product in the western half of the world.

The Latin American distributing company will include Robert Kronenberg, until recently AAP's western division manager and who will head the operations, and a group of important industrialists, bankers and executives in various Latin American countries. Mr. Kronenberg was to leave for Central and South America yesterday (Sunday) to begin actual sales activities.

The foreign AAP companies will sell and utilize all AAP rights acquired along with the motion picture negatives. They will release products to tv and to theatres when such rights revert to AAP and also pictures for non-theatrical use as well as literary rights for live theatrical, tv and radio production. They also will license merchandising items similar to the Popeye arrangement in effect in the U. S., records and other products.

AAP plans to produce and co-produce motion pictures in various countries where its product is sold. Re-investment also will include possible acquisition abroad of tv stations and, at the same time, AAP will be "anxious" to acquire foreign-made motion pictures for release in the U. S.

Mr. Katz, who also is executive vice president of Dominant Pictures Corp., AAP's theatrical distributing subsidiary, will be in charge of the Eastern Hemisphere operation, leaving the U. S. May 17 for London where he will headquarter. Frederick Hyman, assistant treasurer of AAP, who will accompany him, will organize various procedures and systems as well as financial and banking activities before distribution is set up in the various countries.

TPA Organizes 'Task Force' To Make Filmed Commercials

A "tv commercial task force," designed to produce commercials and tailor-made filmed openings and closings for national, local and regional advertisers in any part of the country, has been organized by Television Programs of America, it was announced last week by Michael M. Sillerman, TPA executive vice president.

At the same time Mr. Sillerman announced that Walter I. Gould is joining the TPA staff today (Monday) as producer in charge of the expanded commercial division. Although TPA has its main film studios in Hollywood, Mr. Gould, who resigned from Guild Films to join TPA, will headquarter in New York City.

Under the expansion plans, the TPA commercial division also will produce industrial films and documentaries in black and white and color.

"Organization of the 'tv commercial task force' marks the first time that a mobile

WHLI "THE VOICE OF LONG ISLAND"

DELIVERS
A Major Independent Market
NASSAU COUNTY

POPULATION	1,180,000	10th	among U.S. Counties
BUYING INCOME			
Total	$2,928,340,000	8th	among U.S. Counties
Per Family	$ 8,503	5th	" " U.S. Counties
RETAIL SALES	$1,534,786,000	11th	" " U.S. Counties
Food Store	$ 403,423,000	9th	" " U.S. Counties
Auto Store	$ 252,922,000	11th	" " U.S. Counties
Lumber, Bldg., Hardware ...	$ 113,989,000	5th	among U.S. Counties
Apparel	$ 113,070,000	13th	" " U.S. Counties
Gas Stations ...	$ 86,967,000	10th	" " U.S. Counties
Household, etc.	$ 81,857,000	14th	" " U.S. Counties

(Sales Management, May 1957)

One station — WHLI — has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any other station! (Pulse Survey)

SOON WHLI WILL INCREASE ITS POWER TO 10,000 WATTS

Big Bonus Coverage
(Nassau, parts of Queens, Suffolk & Brooklyn)

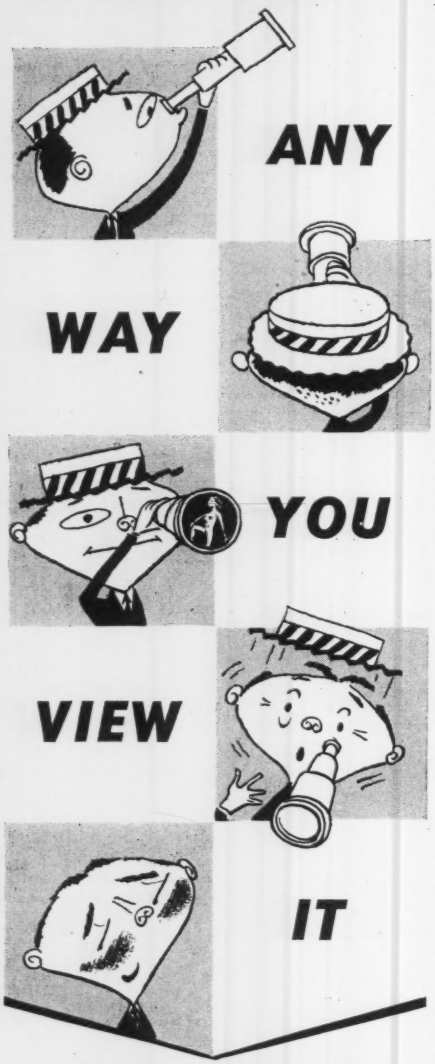
Population	3,063,135
Net Income	$6,730,794,000
Retail Sales	$3,365,152,000

Represented by GILL-PERNA

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y. the voice of Long Island

Paul Godofsky, Pres. & Gen. Mgr.
Joseph A. Lenn, Exec. VP Sales

in BUFFALO . . .



your **ONE BEST BUY** is

WBNY

Every day more and more top national advertisers are buying WBNY when they want to sell the big Buffalo Market. Our volume of national advertising is growing at a faster rate than any other Buffalo station. There's one big reason for all this . . . VALUE! WBNY cost-per-listener is DOWN . . . DOWN . . . DOWN while Pulse is UP . . . UP . . . UP. Yes, check WBNY any way you like, and you'll agree . . . your best buy is WBNY!

BURKE-STUART
National Representatives

unit has become available to advertisers everywhere, enabling a tv sponsor, irrespective of the size of his business or his location, to produce first quality, customized film sequences," Mr. Sillerman claimed.

The task force consists of Mr. Gould as producer and director, a camera man, department heads, camera and light equipment. It will be able to produce commercials and openings and closings on location or in studios available locally.

Ohio Film Firm Established

GENERAL PICTURES Corp., Cleveland, has been formed to offer black-and-white tv commercials, and news coverage.

George Oliva Jr., most recently tv-radio copy and associate film director in the Cleveland office of Fuller & Smith & Ross Inc., a national advertising agency, is president of General Pictures. Miliard M. Horace, former vice president of Productions-on-Film Inc., also Cleveland, is vice president. He continues to represent CBS Newsfilm.

MGM-TV Ups '57 Gross Estimate

MGM-TV has been noting success in its commercial and industrial film activity. Charels C. (Bud) Barry, vice president in charge of tv for Loew's Inc., said last week he has revised his previous estimate of $1 million (gross) for the commercial department's first year of operation and now feels that $2 million is more "realistic."

After 90 days of operation (the department was formed last February), the commercial-industrial department has taken in approximately $300,000 and expected another $175,000 [B•T, May 6].

Cummings Adds Department

A NEW department has been formed at Cummings Productions, New York, to produce filmed commercials and another set up to make industrial shows and films. Supervising is A. J. Pockock, who will be responsible for expanding service to advertising clients, other than in creation, and recording of singing commercials (Cummings' primary production).

FILM SALES

CBS-TV Film Sales reports sales of *Whirlybirds* to WKRC-TV Cincinnati; WHIO-TV Dayton, Ohio, for Kroger Co.; Aylin Adv. Agency, Beaumont, Tex.; WTIC-TV Hartford, Conn., and Greenhill meat products for Roanoke, Va.

Ziv Television Programs, N. Y., reports sales of its *New Adventures of Martin Kane* half-hour tv film series total 92, with latest sales to Kroger Stores for WBNS-TV Columbus; Sun Oil Co. for WTVT (TV) Tampa-St. Petersburg, and Duquesne Brewing Co., for WSAZ-TV Huntington, W. Va.

FILM DISTRIBUTION

National Telefilm Assoc., N. Y., is offering new tv series, to stations; *Funarama* consisting of cartoons and educational programs including "Cartoon Carnivals," Unusual Occupations," "Pictorials," and "Inkwell Imps." Series will be available in half-hour and full-hour segments.

CONTRACT for Associated Artists Productions' Warner Bros. features and cartoons, as well as the Popeye Package, has been signed by Thomas B. Baker Jr. (second from left), executive vice-president and general manager, WLAC-TV Nashville, it was announced last week by Robert Rich, AAP general sales manager. With Mr. Baker at the signing are (l to r) Roy A. Smith, operations manager of WLAC-TV; Robert M. Reuschle, station sales manager, and Robert Montgomery, AAP account executive.

FILM PRODUCTION

Television Programs of America announces that production of 26 new half-hour telefilms for NBC-TV *Fury* series will start in Hollywood June 15, following renewal of program last week by General Foods and Borden Co. Agency for both firms: Benton & Bowles.

FILM PRODUCTION

Theatrical Enterprises Inc., N. Y., is producing 15-minute tv filmed series, *Ern Westmore Show,* planned as five-day-week daytime program. It will feature Hollywood beauty consultant Ern Westmore giving women tips on all phases of self-improvement.

FILM RANDOM SHOTS

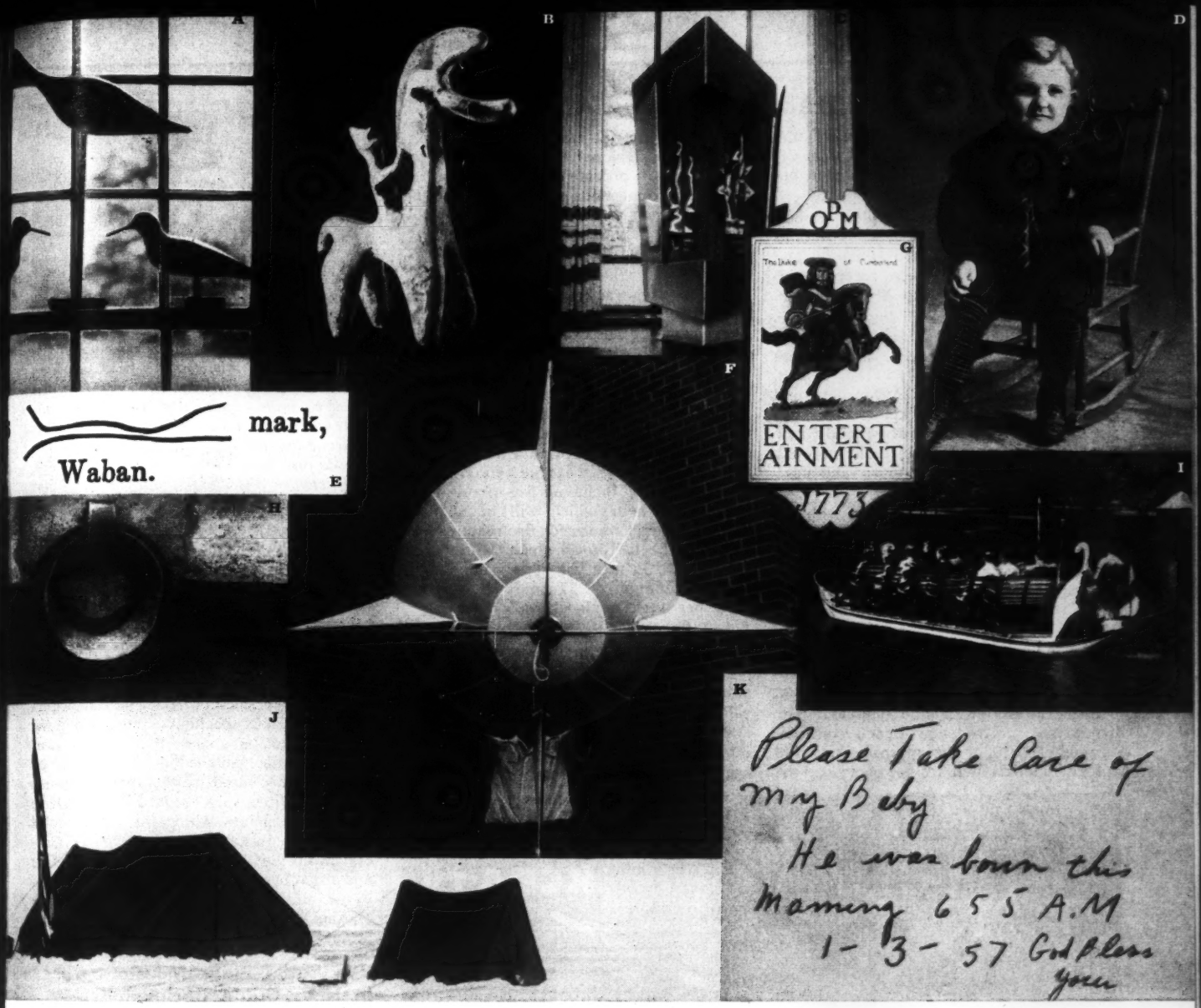
Robert Lawrence Productions Ltd., Toronto, is offering French adaptations of American-produced tv and industrial films for French-Canadian market. Service is being offered to American sponsors for their Canadian branches or subsidiaries.

MPO Productions Inc., N. Y., producers of tv film commercials and industrial films, has opened new Detroit-Midwestern sales and service offices at 6560 Cass Ave., Detroit, with **Ross M. Sutherland** as sales manager.

Pan American World Airways, N. Y., is offering free to tv stations new half-hour color film on Spain, "Castles and Castanets," which is obtainable from Ideal Pictures' offices throughout the country.

FILM RANDOM SHOTS

Permafilm Inc., N. Y., film processing firm, announces opening of Permafilm of Calif. Inc. to serve west coast tv film distributors, laboratories and producers. Offices and treatment laboratory are located at 6446 Santa Monica Blvd., Hollywood.



How well do you know the Boston market?

Mention Boston and some people think only of Back Bay, Beacon Hill and Baked Beans. But for others, the greater Boston area means much more. What do the above pictures mean for you?

A. Antique hunting decoys. On display in historic Sturbridge Village.

B. Terracotta Statuette from Cyprus, 7th Century B.C., Boston Museum of Fine Arts.

C. Altar in Jewish Chapel. Brandeis University, Waltham, Mass.

D. Lou Webster, WEEI's popular Farm Editor (at age four).

E. Indian Signature (original Boston resident).

F. A half-kite, half-balloon; otherwise called a "sky hook." Manufactured in Cambridge, Mass.

G. A rare New England tavern signboard.

H. Iron ring on Weld Boathouse, Harvard.

I. Swan boat in Public Gardens' Pond, a favorite tourist attraction in Boston.

J. South Polar Camp of Rear Admiral Byrd, who died recently in Boston.

K. Note pinned to infant abandoned in Cadillac outside Boston hospital.

For those who advertise in Boston, WEEI has a special meaning: it knows the Boston market. This means an advertiser can depend on WEEI's knowledge for the most effective product campaign in Boston. But if WEEI knows the Boston market, so do Bostonians know WEEI. *WEEI leads all of its competitors, both network and independent, in audience penetration.* On a total week basis, WEEI reaches more than 81% of the radio homes in the Boston area.* When you want your product to mean something special in the Boston market, call CBS Radio Spot Sales or WEEI Radio.

Credits: E, G — State Trust Co., Boston; F — Dewey & Almy Chemical Co., Cambridge.

*Source: 5-County Boston Pulse area. Pulse CPA Report, November, 1956.

WEEI

MBS Says New Contract Is Winning Affiliates

MUTUAL officials reported last week that their new affiliation contract [B•T, Jan. 28, *et seq.*] not only is winning affiliates but influencing independents, too.

Station Relations Vice President Robert W. Carpenter said 12 independent stations have made overtures toward affiliation and that four already have been accepted, including one that disaffiliated 20 months ago.

The returnee is KSET El Paso (1340 kc, 250 w) which left MBS in September 1955. The three other independents accepted are KRES St. Joseph, Mo. (1550 kc, 5 kw), WFOX Milwaukee (860 kc, 250 w, day), and KLCB Libby, Mont. (1230 kc, 250 w). They join June 2, effective date of Mutual's new style of contract, under which the network is switching to a primarily music and news operation.

Mr. Carpenter pointed out that with the addition of WFOX Mutual will have a local outlet in Milwaukee for the first time in the network's 23-year history. Nor has it had local representation in the three other markets in recent months.

He said action on the eight other applications of independents must be deferred until Mutual sees whether current affiliates in those cities adopt or reject the new contract.

Other officials meanwhile estimated they already had received new signed contracts from about 40% of the approximately 400 Mutual stations which are not owned by the network or are not members of its Yankee or Don Lee regional networks. These stations also will operate on the new contract but their connections with Mutual, either through ownership or through affiliation with Don Lee or Yankee, made acceptance of the new terms more or less automatic, authorities said.

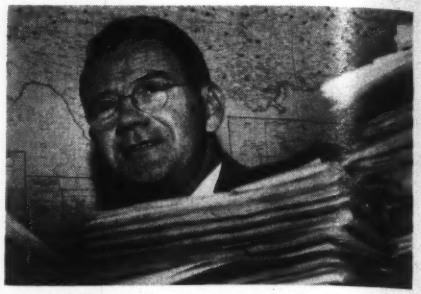
The new contract forms were sent out by Mutual to all current affiliates about three weeks ago. Officials expect to start analyzing the returns in about a week. Overall, they appeared pleased with the pace of returns thus far (see picture).

Under the new contract, Mutual cuts its option time to a half-hour a day Monday through Friday and six and a half hours on Sunday. In addition there are certain periods of "swap time," including five-minute newscasts on-the-hour which will be available for local sale in return for five minute newscasts on the half-hour which Mutual may sell. Mutual in turn will supply the stations with a minimum of 57 hours of programming per week for local sale.

MBS officials acknowledge that their sales potential, with option time so severely reduced, is "limited." But Mr. Carpenter pointed out that "we feel that the network will be in a secure position with respect to any clearance and can command the top rates for time and talent due to the coverage, clearance and ratings obtainable only through such an operation."

In a letter to affiliates he said the plan will permit Mutual "to continue services to you on a profitable basis"—without which, he said, "economics would dictate either a severe curtailment in services or the end of network services as known today."

Unofficially, it has been estimated that the network's sales potential strictly within the time periods specified as Mutual's in the new contract, is about $8 million a year. This does not include any sales made by Mutual and cleared by the stations outside of Mutual time, such as the 11 Notre Dame U. football games which the network will carry again this fall. Pontiac Div. of General Motors will sponsor half of each game and the other half will be available for sale by the stations, as last year. Mutual's gross on the Pontiac sale has been estimated at around $190,000.



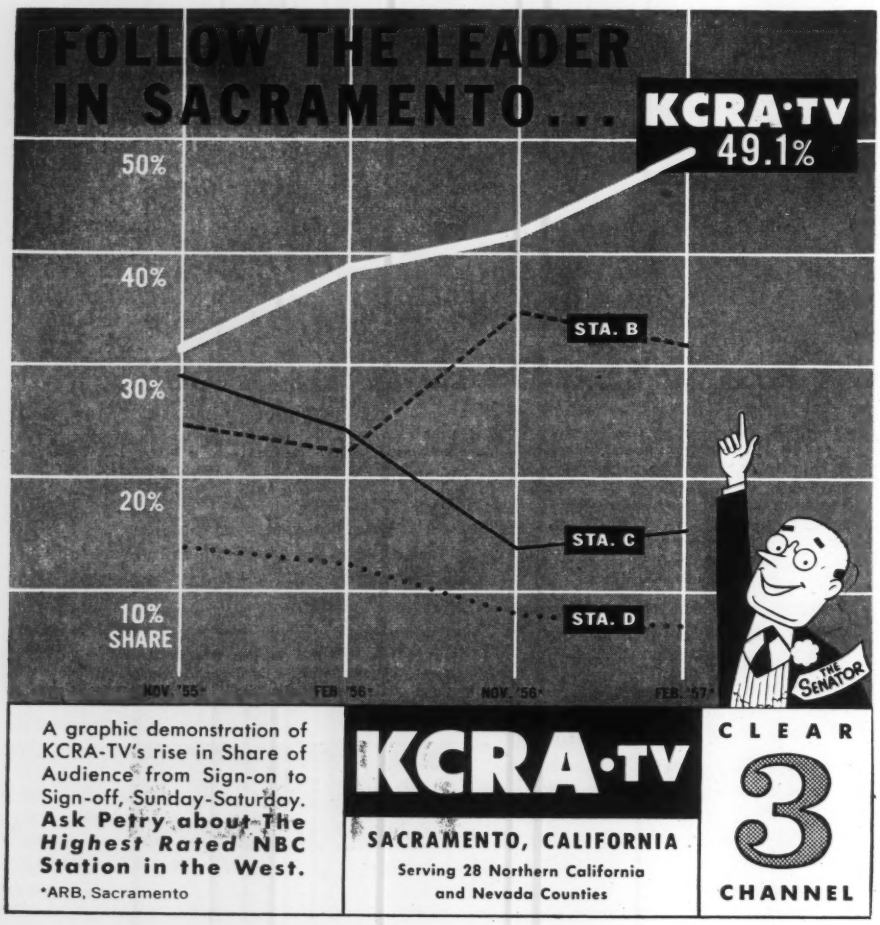
NO ONE *would object to being swamped in a situation like this. Robert W. Carpenter, Mutual station relations vice president, has cause to smile, surrounded as he is by the first batch of about 200 signed contracts returned by MBS affiliates under the new "music and news" formula effective June 2. The network distributed some 400 contracts several weeks ago.*

CBS Radio Plans Milestone In Hour Crime Documentary

PLANS for what they called "the most detailed examination of a criminal case ever attempted by broadcasting" were announced Friday by CBS Radio officials. The program, a tape-recorded documentary with newsman Edward R. Murrow as narrator, will explore *The Galindez-Murphy Case: A Chronicle of Terror.* It will be presented next Monday at 8-9 p.m. EDT.

Spokesmen said the show will make public for the first time much new information bearing on the triple mystery of (1) the disappearance in 1956 of Dr. Jesus De Galindez, Columbia U. instructor and outspoken enemy of the Dominican Turjillo regime; (2) the subsequent death of Gerald Lester Murphy, a pilot who told friends he helped kidnap Dr. De Galindez and (3) the purported suicide of Octavia de la Maza, Mr. Murphy's fellow-pilot, in a Ciudad Trujillo jail.

The mystery of Dr. De Galindez has never been cleared up and the U. S. State Dept. has officially expressed dissatisfaction with the Dominican account of the deaths of Messrs. Murphy and De La Maza. *The Chronicle of Terror* program was produced by CBS Public Affairs.



A graphic demonstration of KCRA-TV's rise in Share of Audience from Sign-on to Sign-off, Sunday-Saturday. **Ask Petry about The *Highest Rated* NBC Station in the West.**
*ARB, Sacramento

KCRA·TV
SACRAMENTO, CALIFORNIA
Serving 28 Northern California and Nevada Counties

CLEAR 3 CHANNEL

TENNESSEE

WAPI

BIRMINGHAM

Announces

the Appointment of

The HENRY I. CHRISTAL Co.

National Sales Representatives

MISS.

GA.

Measure of a Great Radio Station

Effective June 1st

As one of America's pioneer stations, WAPI takes pride in becoming associated, through distinguished representation, with these leadership stations:

WBAL—Baltimore
WBEN—Buffalo
WGAR—Cleveland
WJR—Detroit
WTIC—Hartford
WDAF—Kansas City
KFI—Los Angeles
WHAS—Louisville
WCKR—Miami
WTMJ—Milwaukee
WHAM—Rochester
WGY—Schenectady
WSYR—Syracuse
WTAG—Worcester

WAPI 10,000 Watts Clear Channel 1070 KC

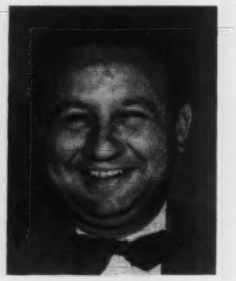
The Voice of Alabama

NBC

FLORIDA

ABC-TV Appoints Armand Grant As Daytime Executive Producer

ARMAND GRANT has been appointed to the newly created post of ABC-TV executive producer for daytime programs, effective immediately, according to James T. Aubrey Jr., vice president in charge of programming and talent.



MR. GRANT

Mr. Grant, formerly vice president and general manager of WKIT Garden City, L. I., will be responsible for "the many new 'live' programming properties which ABC-TV is preparing for its daytime schedule this fall," said Mr. Aubrey. "Many of these now are in the planning stages," he continued, "with pilot films on the most promising properties to be made in the near future."

Prior to joining WKIT, Mr. Grant served from 1948-1956 as assistant general manager in charge of programming and sales for WAAM (TV) Baltimore. He also has been an account executive with WBAL-AM-TV Baltimore.

CBS Newsmen Claim Scoop With Story of Cuban Rebel

CBS claimed a journalistic scoop with a "cloak-and-dagger" air last week when two of its newsmen walked out of the jungles of Western Cuba with an exclusive sound-and-picture story of life in the secret mountain camp of revolutionary leader Fidel Castro.

Newsman Robert (Bud) Taber and news cameraman Wendell Hoffman joined the Castro band 10 days ago after five days of being passed along from family to family of Castro sympathizers. Mr. Hoffman showed up Monday with more than two hours of film and two hours of taped interviews with the revolutionist and his band. Edited, they are scheduled for presentation next Sunday on CBS-TV (6-6:30 p.m. EDT) and CBS Radio (9:05-30 p.m. EDT). Mr. Taber emerged from the jungles Thursday, bringing with him two runaway U. S. youths whom he turned over to American authorities in Santiago.

Radio Networks for News, NBC's Danzig Tells Kiwanis

NETWORK radio's function today should be essentially that of furnishing news and information, Jerry A. Danzig, vice president for NBC Radio Network programs, told the Camden, N. J., Kiwanis Club May 3.

He predicted that within the foreseeable future it will be possible to have home radio sets turned on electronically whenever news of importance occurs. This, he indicated, may come as a new application of the electronic device which NBC Radio uses daily, in connection with its "Hotline" service, to alert affiliates when important news bulletins are coming up.

He also said the post-tv decline in radio listening has been halted and audience size once more is increasing.

Mr. Danzig predicted that "personal radios will soon be carried as commonly as wrist watches are worn—but for a purpose. Nobody is going to carry a radio around to listen to rock and roll. People today want to keep in touch with the world—to know what's going on at the moment in any country. This is the function of network radio—to be in touch and keep in touch. . . .

"Network radio suffered from an inferiority complex but now we know that we can outmaneuver television in a number of areas.

"The future of network radio lies in speed of communication, but this is electronic. To the technical devices we must apply intelligence and a dedication of our purpose to make the American citizen the best informed in the world."

He also foresaw a greater interchangeability of news between newspapers and radio.

FALL COLOR

THERE's just not enough color program activity left for the summer. That was the gist of CBS-TV's explanation last week of its plan to shut down its network color transmission for a long summer, starting May 15. The network feels it "obviously" will be telecasting color again come fall.

Feldman Named CBS-TV V. P.

PROMOTION of Philip Feldman to CBS-TV vice president and business manager of talent and contract properties in Hollywood is being announced today (Monday) by CBS-TV President Merle S. Jones.

Mr. Feldman joined the CBS-TV business affairs department in Hollywood in September 1953 as associate director and became director in October 1954. In his new post he will continue to report to W. Spencer Harrison, vice president and business manager of talent and contract properties for the network.

CBS Nets $5.9 Million For First '57 Quarter

CONSOLIDATED net income of CBS Inc. for the first quarter of 1957 was $5,907,323, compared with $4,462,783 earned in the comparable period of 1956, it was reported Wednesday by William S. Paley, chairman, at the meeting of the board of directors. This is an increase of 32.4%. The current earnings are equivalent to 77 cents per share, an improvement of 17 cents over the 60 cents per share earned in the first three months of 1956. Per share earnings are calculated on the average number of shares, 7,651,446 in 1957 and 7,485,837 in 1956, outstanding during the respective three month periods.

Net revenues and sales for the quarter totaled $95,946,932, compared with $88,406,663 for the corresponding period last year. This represents an increase of 8.5%.

Mr. Paley said strengthening on the profit side was due in part to the liquidation last summer of the CBS-Columbia Division, the company's radio and television receiver manufacturing unit, which had been unprofitable in recent years.

At the meeting, the board of directors declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable June 7, 1957, to stockholders of record at the close of business on May 24, 1957.

CBS' FIRST QUARTER STANDING

	Three Months Ended	
	March 30, 1957 (13 Weeks)	*March 31, 1956 (13 Weeks)*
NET REVENUES AND SALES	$95,946,932	$88,406,663
Deduct:		
Operating expenses and cost of goods sold	$66,709,321	$63,164,839
Selling, general and administrative expenses	14,979,540	13,859,516
Provision for depreciation and amortization of fixed assets	1,683,252	1,668,333
	83,372,113	78,692,688
	12,574,819	9,713,975
Miscellaneous income, less miscellaneous deductions	72,504	108,808
Income before federal taxes on income	12,647,323	9,822,783
Provision for federal taxes on income	6,740,000	5,360,000
Net Income	$ 5,907,323	$ 4,462,783
Earnings per share (Note 1)	$ .77	$ .60

NOTE: Earnings per share are calculated on the average number of shares, 7,651,446 in 1957 and 7,485,837 in 1956, outstanding during the respective three-month periods.

EXCLUSIVE ABC FOR OKLAHOMA CITY

KGEO-TV channel 5

APPOINTS

BLAIR *Television* ASSOCIATES INC.

as exclusive national representative effective May 1, 1957 . . . BLAIR offices in . . .

New York	Detroit	St. Louis	Los Angeles	Boston
Chicago	Jacksonville	San Francisco	Dallas	Seattle

---

the new KGEO-TV tower

1386' ABOVE AVERAGE TERRAIN • FULL POWER 100,000 WATTS

WDBJ

for almost 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

N.C.S. No. 2

Spring, 1956

WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

The one they listen to MOST is the one to BUY! Ask your Peters, Griffin, Woodward "Colonel" for the whole wonderful story!

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,000 watts

ROANOKE, VIRGINIA

Sarnoff Tees Off on 'Top Tens' In 'Letter' to Radio-Tv Editors

RATINGS are here to stay, but "top tens" ought to be abolished.

So said NBC President Robert W. Sarnoff last week in the third of his series of "letters" to radio-tv editors.

"If I had the power—which I don't and never will have—to govern the treatment of ratings, I would start off by abolishing the Top Ten, because of a long-standing distaste for fractions," he wrote.

"The second March Nielsen had CBS with six shows and NBC with four. The 11th rated, our *Tennessee Ernie Ford,* was five-tenths of one point behind No. 10. From there on down, fractions were rampant. The No. 15 show was less than one full point in total audience behind the No. 10 show; the No. 20 show less than one full point behind the No. 15 and less than three full points behind No. 10.

". . . Rating services admit they are not precise within fractions of points. In fact, any difference of less than two or three rating points is not significant. Yet the top ten has become an almost exclusive symbol of success in some circles."

Ratings, Mr. Sarnoff said, do have a "real" value in showing broad trends that help planners to chart programming and sales courses, but are not "the end-all of television."

He recalled that NBC stopped issuing overnight ratings last fall (but later relented insofar as sponsors, agencies and talent were concerned) and took a slap at the practice of "rushing out victory claims, based on one show in one night."

NBC still holds to the policy of "not going to the press with individual show ratings," he pointed out, at the same time acknowledging that this doesn't keep newsmen from getting the ratings elsewhere.

Keystone Adds 16 Affiliates

THE Keystone Broadcasting System last Monday announced the following 16 new station affiliates:

WPFA Pensacola, Fla.; WPCO Mount Vernon, Ind.; KWBG Boone, Iowa; KVHL Homer, La.; WDON Wheaton, Md.; KBMO Benson, Minn.; KHAM Albuquerque, N. M.; WNYS Salamanca, N. Y.; KBCH Oceanlake, Ore.; KABR Aberdeen, S. D.; KLEN Killeen, Tex.; WRKE Roanoke, Va.; KXLE Ellensburg and KAPA Raymond, both Wash.; WCEF Parkersburg, W. Va., and WRFW Eau Claire, Wis. The additions bring the KBS affiliate list to 948 stations, according to Blanche Stein, station relations director.

Writer Sues 'People are Funny'

DAMAGE suit of $1 million has been filed by writer Donald W. Weed against the NBC-TV program *People are Funny,* the network and a number of individuals. Mr. Weed's suit, filed in Los Angeles Superior Court, charges material he submitted was used on the program with no compensation to him. He alleges he presented his idea in May 1956 under the title of "Meet Your Date," and that it has been used since September with no payment to him. Other defendants include Art Linkletter, the NBC-TV program's master of ceremonies, and various sales and production executives connected with the program.

FOR REAL

THOSE tense moments on *Panic* (NBC-TV, Tuesday, 8:30-9 p.m. EDT) are not all make-believe. Things often are pretty frightening on the other side of the camera, too. For the May 7 telecast, McCadden Productions, Hollywood firm which produces the series, had to arrange a million-dollar policy with Lloyd's of London covering the story's hazardous location for a 24-hour period.

The climactic scene showed a man trapped inside a tall oil tank with Los Angeles Fire Dept. personnel and equipment trying to reach the perilous site. The action was so dangerous that the city of Los Angeles had to be indemnified at a million dollars. Lloyd's, because of the large amount involved, placed the policy with companies around the world.

NBC Took His Idea, Says Revnes

DAMAGE suit for $200,000 against NBC was filed in the Federal District Court in Los Angeles last week by Maurice Revnes, tv and motion picture producer, who charges the NBC-TV series *Festival of Music* is based on an idea he submitted to the network in 1954 under the title *Cavalcade of Music.* NBC turned down his idea at that time, Mr. Revnes states in his complaint, but subsequently "secretly delivered his property" to Showcase Productions, which produced the *Festival of Music* programs telecast by NBC-TV.

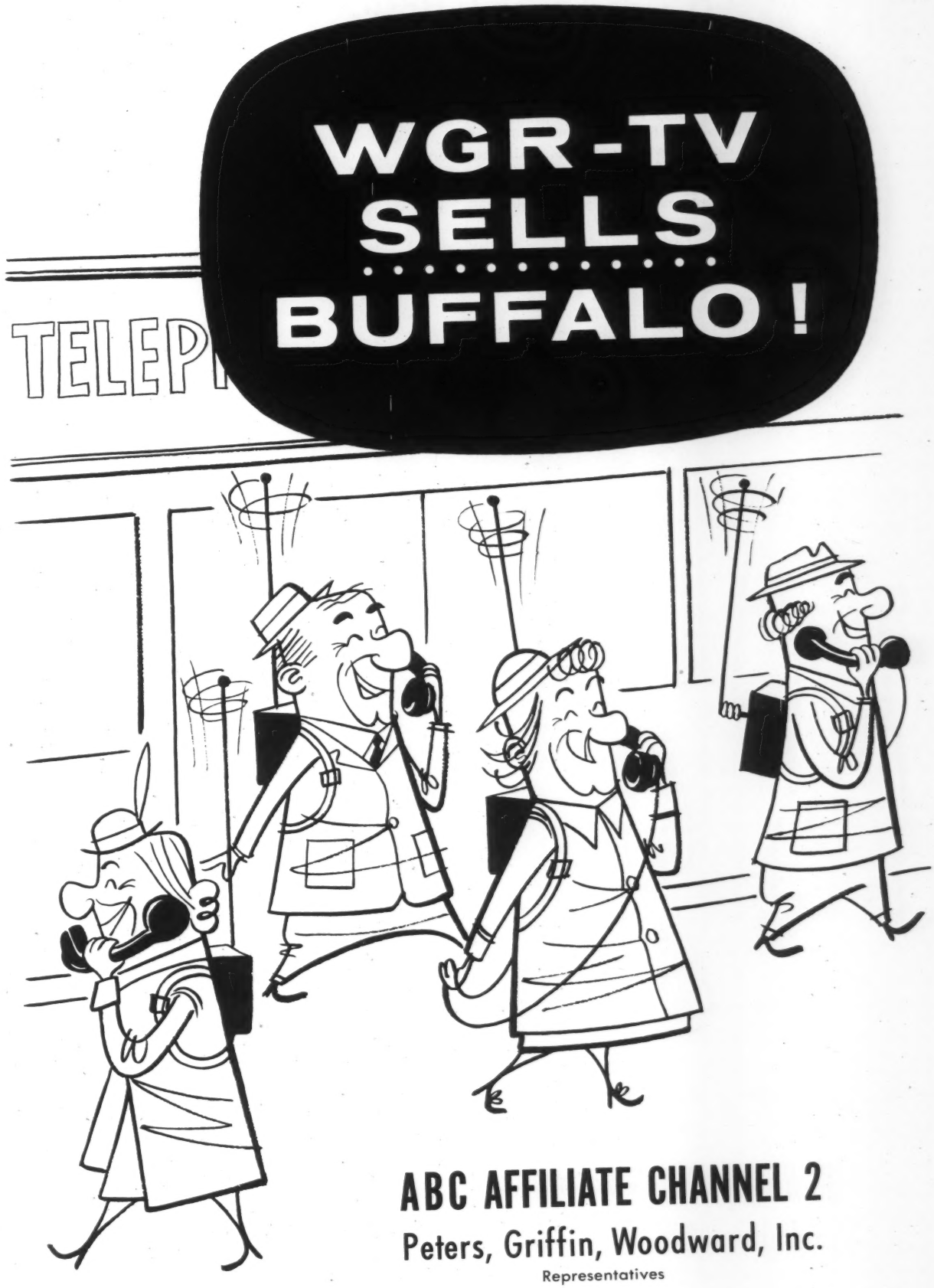
NETWORK SHORTS

NBC-TV has pencilled two film series into definite time slots for fall: Costume drama now being filmed in England, 7:30-8 p.m., Tuesday, and *Pony Express,* which network describes as "adult outdoor drama," at 7:30-8 p.m., Friday.

CBS-TV announces that *Strike It Rich* will be telecast on West Coast same day it is aired in East, via Ampex Tape. Series has heretofore been shown with seven-day delay in West via kinescope. *Strike It Rich* also gets new West Coast time, 3:30-4 p.m. PDT, Mon.-thru-Fri.

ABC reports its Vine St. radio studios in Hollywood will be converted to tv production for four daytime audience participation programs scheduled to start on ABC-TV in fall. Quartette includes three shows formerly on radio or tv: *Glamour Girl, What's the Name of That Song?,* and *Bride and Groom* and new program *Parlay,* to be packaged by Bill Burch and directed by Joe Landis.

CBS Radio reports it has renewed *Robert Q. Lewis Show* contract for next season.


WGR-TV
SELLS
BUFFALO!
TELEP
ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
Representatives

RCA QUARTER SALES SET RECORD

- **$295.8 million revenue 8% over 1956 period—Sarnoff**
- **He forecasts decade of progress at stockholders meet**

RCA and its management team received an overwhelming vote of confidence Tuesday from more than 1,000 shareholders (representing a total of 14.8 million voted shares) at the company's 38th annual stockholder meeting at NBC headquarters in New York. Though there was no dearth of comment from "minority stockholders." The meeting was one of the most placid in post-war RCA history.

Forecasting that "within the next ten years, RCA will equal or surpass the great progress it has made during the past decade," Board Chairman Brig. Gen. David Sarnoff reported an all-time record high of $295.8 million sales for the first quarter of 1957—representing an increase of $20.9 million or 8% over the first three months of 1956. Gen. Sarnoff also told of other record strides and achievements in all fields of RCA endeavor: broadcasting, electronic computers, radar, government orders, phonograph and hard goods manufacture, research and development.

In his annual statement, he alluded to last year's $1.1 billion business volume, noted that RCA had finally broken into the ranks of the select few companies doing over a billion dollars worth of business annually and reminded stockholders that share earnings "more than quadrupled" during the past 10 years.

All in all, nearly everyone exuded confidence and buoyant optimism. Gen Sarnoff lauded RCA's new president, John L. Burns, as a man of high integrity and a "long-standing member of the RCA family." The United Shareholders of America presented the general with a suitably inscribed scroll, praised his "genius" and "leadership," and Mr. Burns declared that so far as he was concerned, the electronics industry—particularly RCA's share—is only on the threshold" of "big advances." The majority of the stockholders present backed the Messrs. Sarnoff, Burns, *et al.*, when they supported an RCA-conceived proposal for a new stock option plan, 11.3 million shares against 498,083 shares. And they killed a proposal that would have restricted yearly compensation of RCA executive officers to $200,000 (or not more than 100% of an officer's base pay, whichever would be lower).

While lamenting a low profit margin on RCA tv receiver sales, Gen. Sarnoff noted that "there is nothing wrong with the television industry today that cannot be cured by color." He found support for this statement from song publisher and talent agent Barney Young, although for different reasons.

Charged Mr. Young: NBC is a Jim Crow network. The one-share stockholder explained that by allegedly refusing to hire Negro talent on a permanent basis, NBC hasn't "yet reached the state of segregation because there's nothing to segregate," ergo, it isn't ready to implement "integration" as it claims it's doing.

After the demand to know where the RCA board "stood on this issue," Robert W. Sarnoff, the network's president, took the floor and replied. NBC, he said, picks its programs and performers on the basis of performance, not on race, color or creed. Though the network champions "integration without identification," e.g., starring Negro soprano Leontyne Price in *NBC Opera Theatre's* version of *Tosca*, Mr. Sarnoff continued, "We do not argue for preference . . . but for quality." Furthermore, he said, "the existence of all-colored shows depend primarily on their quality and sales prospects," adding, "many Negroes aren't in sympathy with all-colored shows."

(Mr. Young, currently engaged with songwriter Gloria Parker in an anti-rock 'n roll campaign designed to force the three networks to divest themselves of interest in Broadcast Music Inc., said later he manages several Negro singers and actors and that he "isn't through yet.")

RCA's advertising program also came up for discussion during the course of the two-hour meeting. In reply to a stockholder demand, Gen. Sarnoff pegged RCA's total 1956 advertising budget at $35.2 million—3.1% of its total earnings—and compared it to 1955's ad budget of $30.3 million or 2.9% of the earnings that year. He referred another question, this one an allegation that an RCA franchiser had engaged in "near-fraudulent" advertising, to Robert L. Werner, RCA vice president and general attorney, who promptly disclaimed any corporate responsibility for "dealer advertising."

Another stockholder query from the floor—namely that NBC's Sarnoff ought to have a regular spot during future annual meetings to answer questions regarding network operations—was promised "serious consideration" as was the demand that inter-studio tv be used "to bring the faces of management to the back of the room." Laughter rippled through Studio 8H as another shareholder wanted to know why Robert Sarnoff wasn't represented on the board. His father replied: "I might be prejudiced . . . but he might make it someday."

Earlier in the meeting there was considerable discussion between the general and various shareholders concerning the appointment of Mr. Burns. The principal argument seemed to be: why pick a man who did not rise from within the ranks, and why offer him a 10-year contract? It was countered when Gen. Sarnoff claimed that as senior partner in Booz, Allen & Hamilton, Mr. Burns—being "thoroughly familiar with RCA administration and policy"—was "most qualified" to head the company and that the firm had to make as lucrative an offer as possible to persuade the management consultant to head RCA. Gen. Sarnoff also implied that under the stewardship of "such a fine group of men" as his, RCA could not be "a one-man organization."

Though there was a flurry of verbal exchanges concerning the makeup of the board, the real fireworks did not come until after the meeting had adjourned. At that time Miss Parker cried that the general had glossed over that part of the agenda calling for "new business," thus cheating her out of making her anti-BMI proposal (also made at last month's CBS meeting). She berated the company's chairman face-to-face in full hearing of the assembly. The self-described "88-pound firebrand" yelled at reporters to take note of the "Sarnoff dictatorship." They failed to do so. So did the general, who brushed her off with a public "Darling, you've got lots of sex appeal" and then left the hall.

RCA'S FIRST QUARTER STANDING

	1957	1956
Products and services sold	$295,773,000	$274,848,000
Cost of products and services sold and other operating costs	270,232,000	249,453,000
Profit before federal taxes on income	25,541,000	25,395,000
Federal taxes on income	12,731,000	12,668,000
NET PROFIT for quarter	12,810,000	12,727,000
Preferred dividend	788,000	788,000
Balance for common stock	12,022,000	11,939,000
Earnings per share on common stock	0.87	0.85

New Philco Firm in London

SEMICONDUCTORS Ltd., London, has been formed by Philco Corp., Philadelphia, and Plessey Co., London, to make transistors and other semiconductors in England.

The Plessey Co., which has been called the largest electric component manufacturer in the United Kingdom, will hold 51% of the stock and Philco 49%. Philco Corp. and Philco (Overseas) Ltd. will furnish equipment, and the new firm will be licensed under Philco patents.

To a joint board of directors Philco will name James M. Skinner Jr., president; Leslie J. Woods, executive vice president in charge of engineering, and Peter Marriage, member of the London law firm of Slaughter & May. The Plessey Co. will name Allen G. Clark, J. F. Mallabar and A. E. Underwood.

IDEA to Sell Fm Converter

AN fm converter for use on tv sets [B•T, April 8] will be sold in the U. S. by IDEA, 7900 Pendleton Pike, Indianapolis, Ind., according to the Canadian distributor, A. T. Armstrong Ltd., Toronto, Ont. The converter is being built by IDEA for the Canadian company and CHFI-FM Toronto, and is selling in Canada for $29.95.

WE HAVE THE TOWER THE POWER THE NETWORK AND THE KNOW-HOW

. . . to *continue dominating* the Shreveport television picture. TOWER? 1,195 feet, the tallest structure in the state, 1,210 feet above average terrain. POWER? Full 316,000 watts, transmitted from *unexcelled engineering facilities.* NETWORK? The *only basic* CBS in the Ark-La-Tex, and the KNOW-HOW of over 3 full years on the air with an *experienced* television staff and *consistent, imaginative* local programming.

No wonder the March, 1957 Shreveport ARB *like all others* proves KSLA-TV to be FIRST IN SHREVEPORT!

KSLA-TV

channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

Motorola Net Sales Drop Blamed on Tv Set Volume

A DROP in net sales at Motorola Inc. for the first quarter of 1957 was attributed by Board Chairman Paul V. Galvin to "unsatisfactory" monochrome tv set volume, although the company reported an approximate 6% boost in earnings.

The quarterly report given at Motorola's annual meeting in Chicago Monday, showed net sales of $52,281,795 compared to $53,197,541 for the same period last year. Net earnings were $2,137,587 against $2,012,876.

Motorola's drop in tv set sales was partly offset by business for its automotive and transistor divisions, the firm accounting for 8% of the total unit volume in the industry for transistors last year. Mr. Galvin reported Motorola has received contracts from Ford and Chrysler for car radio equipment to be used in 1958 models. The rest of the firm's business remained substantially the same saleswise, but improved in profit.

The company plans to unveil its new lines of tv, high fidelity and phonograph products at its annual distributor convention in Chicago July 18-20.

Collins 1957 Catalog Out

COLLINS RADIO Co., Cedar Rapids, Iowa, last week issued its 96-page 1957 catalog which carries descriptions of all its current products.

This year the firm said the catalog stresses Collins' ability to supply integrated systems as well as individual equipment. It also noted that separate brochures are available on nearly all the items listed. Further inquiries may be addressed to the nearest branch office.

DuMont Re-elects 8 Directors

COMMON stockholders of Allen B. DuMont Labs. Inc. re-elected eight directors at the annual meeting last week in Clifton, N. J. They are: Dr. Allen B. DuMont, chairman; David T. Schultz, president, DuMont Labs.; Barney Balaban, president and director, Paramount Pictures Corp.; Armand G. Erpf, partner, Carl M. Loeb, Rhoades & Co.; Dr. Thomas T. Goldsmith Jr., vice president, government and research, DuMont Labs.; Paul Raibourn, vice president and director, Paramount Pictures; Percy M. Stewart, partner, Kuhn, Loeb & Co.; and Edwin L. Weisl, partner, Simpson, Thacher & Bartlett.

Hoffman Predicts Rosy Future

H. LESLIE HOFFMAN, president of Hoffman Electronics Corp., Los Angeles, told shareholders at their annual meeting last week the firm achieved $46,580,279 in 1956 sales, and estimated a $100 million sales level by 1960.

Firm officials also noted that the book value of its common stock has increased from $7.13 in 1952 to $14.81 per share. They said net working capital is up 236% to $9,668,771 in the last five years.

G. LaVERNE FLAMBO, president of WQUA Moline, Ill., signs a contract for installation of a 5 kw transmitter and related equipment for the new WQUB Galesburg, Ill. with Collins Radio Co., Cedar Rapids, Iowa. Participating are (l to r): Carl Rollert of Collins; Harold W. Higby, WQUB chief engineer, and Robert Hancock, also of Collins.

Fm Converter for Canada

AN fm converter, for attachment to tv receivers [B•T, April 8], being made in the U. S. for a Canadian company which also is likely to handle distribution in the United States, will be on sale in Canada about May 20 and will retail at $29.95, including excise and sales taxes of 25%. The converter at first is being marketed in the Toronto area, in connection with Canada's only commercial fm station, CHFI-FM Toronto. The set is being made for A. T. Armstrong Ltd., Toronto, which is financing its manufacture and has a share in the manufacturing plant in the U. S.

MANUFACTURING SHORTS

RCA reported last week it has shipped used, 10 kw transmitter to WMVS-TV Milwaukee (ch. 10); 100 kw transmitter to WIIC (TV) Pittsburgh (ch. 11); 6 kw transmitter to WMAR-TV Baltimore (ch. 2) and 12-section superturnstile antenna to WPFH (TV) Wilmington, Del. (ch. 12).

Motorola Inc. announces new push-button radio designed specifically for Volkswagen automobile and adaptable for most sports and foreign cars. Company unveiled manual set for Volkswagen two years ago and added push-button model, which retails at $59.95. Among advantages claimed are compactness (for installation under smaller dashboards), power and quality and careful designing of exterior parts to blend with various interiors.

General Electric Co. reported last week it had shipped 35 kw amplifier to KRGV-TV Weslaco, Tex. (ch. 5); 50 kw transmitter to WJTV (TV) Jackson, Mich. (ch. 12), and 100 w transmitter to Toledo U. (educational ch. 30).

Sylvania Electric Products Inc. announces $10 across-the-board increase in suggested list price of its 110-degree portable tv line, effective May 13.

If you buy by ratings alone, we've got 'em . . . 38 of the 41 top Pulse-rated shows. We have the greatest number of listeners in mid-Ohio, and they have $2,739,749,000 to spend. They and Pulse also place us first in any Monday-thru-Friday quarter-hour, day or night. Ask John Blair.
WBNS RADIO
COLUMBUS, OHIO

• ONE OF A SERIES

It couldn't happen to nicer guys . . . .

. . . . than WAVZ advertisers.

Nothing gives us greater satisfaction than to see WAVZ advertisers selling out. That's why we work so hard to assure their results.

Representatives: **National: Hollingbery Co.**
New England: Kettell-Carter

WAVZ
24 HOURS A DAY
1000 WATTS

152 TEMPLE STREET, NEW HAVEN, CONN.

Daniel W. Kops, Executive Vice President and General Manager • Richard J. Monahan, Vice President and Commercial Manager

1957 PULSE
for
ROANOKE, Va.
Shows
WROV

NOW 1ST NIGHTLY

5:00 PM to 12 Midnite
Monday thru Saturday
20 of 28 quarter hours nightly
with

38%

AVERAGE SHARE OF AUDIENCE!

NOW 2ND DAILY

5:30 AM to 5:00 PM
Monday thru Sunday with

23%

AVERAGE SHARE OF AUDIENCE!
#3 Station 15.5%
#4 Station 13.5%

Move your clients closer to the listeners with Roanoke's #1 station for Popular Music, Local and National Sports and Selling Personalities!

EXCLUSIVE STATION
FOR COMPLETE
DODGERS BASEBALL!

Represented by
BURN-SMITH CO., INC.

1240
ON YOUR DIAL

Ad MAN'S BEST FRIEND
WROV
Burt Levine, Pres.
ROANOKE, VIRGINIA

OHIO INSTITUTE HONORS WBC

- **McGannon, others talk on broadcasting values**
- **Sessions see large commercial representation**

OPENING of the 27th annual Ohio State Institute for Education by Radio-Television Wednesday saw unprecedented recognition given to Westinghouse Broadcasting Co. on behalf of the institute by Dr. I. Keith Tyler, conference director.

Before Donald H. McGannon, president of WBC, gave his address on "The Responsibility of Broadcasters," his firm was recognized in an unannounced honor conferred by the institute for the first time. Dr. Tyler presented Mr. McGannon with a certificate citing WBC's "outstanding contribution to the advancement of education and public service broadcasting by holding a conference on public service programming for personnel from selected commercial and educational stations, and thus exhibiting the wisdom and generosity characteristic of a mature and stable industry." WBC's conference took place in Boston Feb. 27-March 1 [B•T, March 4].

Unusually wide participation by commercial broadcasters was noted at this year's conference, with 6 of 15 members on the institute program committee representing commercial organizations.

In his opening-night address Mr. McGannon not only outlined broadcasters' responsibilities, but also a plan for more responsible viewing. He suggested that viewers keep informed of what's available, learn to evaluate, avoid being creatures of habit, help children be selective and let stations, networks and critics know how they feel about programs.

Solicits Suggestions

Joseph Csida of Csida-Grean Assoc., New York, at the same session reviewed broadcasting over the past 10 years, radio's struggle for survival with the advent of television and the evolution of the music-news formula. He suggested that institute delegates come up with educational and cultural ideas as popular as music-news, and failing that goal, "harness music to educational and cultural objectives."

At Thursday afternoon's session on "The Broadcaster and the Audience," Rolf Meyersohn of the U. of Chicago Center for the Study of Leisure and co-author of *Futures for Radio* [B•T, Jan. 23, 16], presented an audience summary. Contrasting the local character of radio with the national personality of tv, he said television programs "must have 'cross-cultural' appeal, for no one cultural group alone can deliver an audience large enough to pay for the productions. . . . If it is destined or doomed to remain the most massive of our mass media, it must continue to cut across all kinds of social groupings and to remain our leading creator and preserver of homogeneity, our largest common denominator."

Louis Hausman, advertising vice president of CBS Radio, at a discussion of radio Thursday evening said radio networks "have never abdicated their responsibility to produce and broadcast self-contained integral programs and that, by and large, these are the programs with the largest audiences." "The fact that programs such as *Invitation to Learning* or *The Last Word* do not fall within the FCC's 'educational' category does not lessen their usefulness in aiding education," he said.

M. S. Novik, radio consultant and president of WOV New York, at the same session criticized stations for neglecting public service and suggested the FCC issue new operators one-year licenses (story page 114).

William B. McGrath, vice president-managing director of WHDH-AM-FM Boston called television one of the greatest things that ever happened to independent stations. "As the gravy train for [network] affiliates came to a halt, the independent station took on a new stature with listeners and among advertisers."

Herbert E. Evans, vice president of Peoples Broadcasting Corp., speaking at the closing dinner Friday evening, listed cultural contributions of the electronic media.

Dr. Burton Paulu, director of broadcasting, U. of Minnesota and president of the National Assn. of Educational Broadcasters, spoke on "Where Do We Go From Here in Educational Broadcasting?" He recommended that educational broadcasters develop themselves personally and professionally, "acquire the degrees often given magical significance by budget makers . . . so that deans, vice presidents, presidents, principals and superintendents will think of us, not as gadgeteers with microphones and cameras, but as educators with breadth of vision and wide understanding."

A "Teaching by Television" day-long session that preceded the institute Wednesday was highlighted with addresses by Ralph Steetle, executive director of the Joint Council on Educational Television, and Dr. Hideya Kumata, member of the Communications Research Center at Michigan State U.

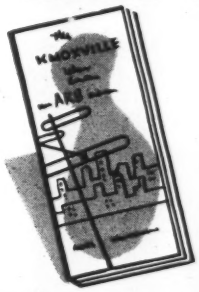
Surveying present tv teaching, Mr. Steetle said, "The willingness to teach publicly is a sign of self confidence in professional competence on the part of our teachers. Reaction of students to televised teaching gives evidence that tomorrow's student may be more of a self-starter, depending less upon constant spoon-feeding."

Participants in a news clinic, one of 15 offered in the course of the three-day institute, urged adoption by educators of some commercial methods. James L. Snyder, news director of KDKA Pittsburgh, deplored reliance on wire copy and described KDKA's news-gathering organization.

Irv Lichtenstein, promotion manager of WWDC, said independent music-news commercial stations have developed techniques of reporting news, special events and public service "quickly, painlessly and to the point." Educators must utilize such methods,

HOW FIRST CAN YOU GET?

NOVEMBER 1956
PULSE
Said it . . .



MARCH 1957
ARB
Says it AGAIN!

IN KNOXVILLE

WATE-TV HAS MORE VIEWERS

*Than All Other Stations Combined**

***PULSE** . . . 19 County Telepulse Report conducted Nov. 25 thru Dec. 1, 1956.

	7 AM. 12 Nn.	12 Nn. 6 PM.	6 PM. 12 Mid.
• MONDAY TO FRIDAY •			
WATE-TV Share of Audience	60	62	51
• SATURDAY •			
	9 A.M. 12 Nn.	12 Nn. 6 PM.	6 P.M. 12 Mid.
WATE-TV Share of Audience	71	63	53
• SUNDAY •			
	9 A.M. 12 Nn.	12 Nn. 6 PM.	6 P.M. 12 Mid.
WATE-TV Share of Audience	56	50	54

PLUS . . . 14 out of the top 15 once a week shows.

PLUS . . . 10 out of the top 10 multi-weekly shows.

***ARB** . . . City of Knoxville Report conducted March 8 thru 14, 1957.

	• MONDAY TO FRIDAY •		SUNDAY THRU SATURDAY
	Sign-on-to 12 Noon	Noon to 6.00 PM.	6:00 PM to Midnight
WATE-TV Station share of Sets-in-Use	67.1	69.1	52.9
	• SATURDAY •		
	Sign-on-to 6:00 PM.	6:00 PM. to Midnight	
WATE-TV Station share of Sets-in-Use	64.3	58.0	
	• SUNDAY •		
	Sign-on-to 6:00 PM.	6:00 PM. to Midnight	
WATE-TV Station share of Sets-in-Use	57.3	62.4	

PLUS . . . 9 out of the top 10 once-a-week shows.

PLUS . . . 5 out of the top 6 local daytime shows based on cumulative ratings.

**215,352 TV HOMES IN WATE-TV COVERAGE AREA

**(TELEVISION MAGAZINE, APRIL, 1957—Applying cut-off point of 25% based on weekly-viewing factor)

WATE-TV

CHANNEL 6 NBC

POWER MARKET OF THE SOUTH
Knoxville, Tennessee

Affiliated with **WATE Radio** 5000 Watts, 620 kc.

Represented Nationally by **AVERY-KNODEL, INC.**

he said, "to gather any semblance of an audience."

Sam Elber, program director of WERE Cleveland, described his station's policy of rebroadcasting international news from shortwave broadcasts. Shortwave sets are monitored in the studios and in staffers' homes, he said, and direct overseas reports are included in all newscasts.

Tv viewers should be more specific in comments and complaints to broadcasters, according to Edward H. Bronson, NARTB tv code director. Mr. Bronson told the American Council for Better Broadcasts, which met during the institute, that groups such as theirs could stimulate viewer participation in tv code operation.

CBS-TV Claims Extensive Use Of Its Films in Education

IN LESS than two years, "CBS-TV has become the largest non-governmental producer of educational films in the world and is the only network offering continuing programs in this area," it was claimed last week by Merle S. Jones, president of CBS-TV.

Films from CBS-TV programs *See It Now, You Are There, The Search, Air Power* and *Adventure* are viewed annually by an estimated five to six million through private showings as 16 mm educational films, Mr. Jones disclosed. These showings are conducted by schools, libraries, and civic, religious and industrial groups throughout the nation.

Since June 1955, 120 films have been distributed through the 48 states by Young America Films and the text-film division of McGraw-Hill Book Co., he said. Arrangements now have been concluded to add the complete 26-week series of *Air Power* broadcasts by the end of June, raising to 146 the total number of CBS-TV programs released as educational films in the last two years.

In the first 18 months since Young America Films has released episodes from *You Are There* and *The Search* in 16 mm form, they have been used in more than 125,000 classrooms in the country, according to Godfrey Ellion, president of YAF.

During the same period, 16 mm films of *See It Now* programs have been used in more than 40,000 classrooms.

Florida Education Tv Plans

OPERATION of an educational tv system in Florida would be limited at first to state colleges and junior colleges, a Florida House subcommittee was told by John Germany, legislative aide to Gov. LeRoy Collins. He testified on behalf of a bill providing first for a closed-circuit microwave link of U. of Florida, Florida State U., a proposed university at Tampa and junior colleges. This would cost $500,000.

Mr. Germany said an extra $20,000 link would join the state system to those of Georgia and other states, and an additional $100,000 would be used to finance operation of the system and cost of a commission. Rep. Gibbons, of Hillsborough, subcommittee chairman, said objectors to the project claim it sets up another expensive board and it might be used for propaganda purposes.

CBC BOARD GRANTS FEW BOOSTS

WHILE a few power increases to radio and tv stations were recommended by CBC's board of governors at its April 30th meeting at Ottawa, most applications for power increases and new stations were deferred for further study.

The official list of recommendations pointed out some applications for new tv stations were deferred because "of the relatively high costs for the CBC of providing national program service to such stations in the light of possible future financial provisions for the system."

In television, CHCH-TV Hamilton, Ont., was recommended for a power increase from 100 kw video and 60 kw audio to 150 kw video and 90 kw audio on ch. 11, with directional antenna to be increased from 641 to 654 feet above average terrain.

CKSO-TV Sudbury, Ont., was recommended for establishment of a satellite on ch. 3 at Elliott Lake, Ont., a new town at the new uranium mining area between Sudbury and Sault Ste. Marie, Ont. The satellite will have 4 kw video and 2 kw audio power with antenna 432 feet above average terrain. The CBC board allowed this higher than usual power for a satellite because of the typography of the area, and also stated in its recommendation that if at a later date an independent station application is filed, consideration should be given to not renewing the satellite license.

CFCL-TV Timmins, Ont., was recommended for a satellite at Kapuskasing, Ont., pulp and paper town (*New York Times* paper mill), on ch. 3 with 34 w video and 17 w audio power and a directional antenna 100 feet above average terrain. CFCL-TV was turned down on a second satellite operation at the gold mining town of Kirkland Lake, Ont., because it "would be contrary to policy issued by the Department of Transport in that it would be within the Grade B contour of an authorized tv station," the board ruled. Kirkland Lake is in the area covered by both CFCL-TV and CKRN-TV Rouyn, Que.

CJDC Dawson Creek, B.C., on the starting point of the Alaska Highway, had its application for a low-power tv station license deferred for further study in view of possible high costs of servicing such a small local station with national programs by CBC.

Power increases to radio stations were approved in a number of cases. CKX Brandon, Man., was granted a daytime power increase from 1 kw to 5 kw on 1150 kc, with 1 kw remaining the power limit at night. CKPR Fort William, Ont., similarly received a daytime power increase from 1 kw to 5 kw on 580 kc., with 1 kw remaining power at night. CKDA Victoria, B. C., had power boosted from 5 kw to 10 kw and frequency changed from 1280 kc to 1220 kc.

Power increases were deferred for further study for CFGP Grande Prairie, Alberta; CKLG North Vancouver, B. C., and CJAV Port Alberni, B. C. Power increases were denied to CHUB Nanaimo, B. C.; CJSP Leamington, Ont., and CJMT Chicoutimi, Que., all low power stations.

New radio stations were recommended for CHNO Sudbury, Ont., a bilingual station, which applied for a French-language daytime station of 1 kw on 550 kc, with the understanding that at least 30% of CHNO nighttime programming shall be in French until a suitable technical application can be made for nighttime operation of the new French-language station. Robert A. Reagh was recommended for a new radio station at Cranbrook, B. C., of 1 kw on 570 kc.

Applications for new stations at Saanich, B. C., and Kitchener, Ont., were deferred for further study, and an application for a radio station at Elliott Lake, Ont., uranium mining town, by CKSO Sudbury, Ont., was deferred to give other applicants time to complete technical data, with the applications to be heard this fall.

CKVL Verdun, Que., which not long ago received a power increase to 10 kw, was deferred in its application for 50 kw on 850 kc. The station is located in a suburb of Montreal, and the CBC board felt the 50 kw application raised "important questions regarding maximum signal intensities allowed in built-up metropolitan areas. In recent years the Department of Transport has followed a rule of not accepting applications which would provide for a signal of over 250 millivolts per meter in built-up metropolitan areas. The board recommends that the department reconsider whether this application does not exceed this laid down maximum. . . . Raising of the maximum allowed could lead to an undesirable 'signal intensity race' among stations which would be uneconomical, of no particular advantage to the public and which would inevitably leave a number of stations at an unnecessary disadvantage."

A number of station share transfers were approved and also change of ownership in a few cases with local residents becoming new majority owners.

British Commercial Tv Signs For Audience Measuring Work

AN industry-guided meter research service covering commercial tv operations in England has been set up, effective July 1. The contract, announced April 19, will be with Television Audience Measurement Inc. and is expected to entail annual fees of about $280,000.

Audience data will be supplied by TAM to the Institute of Practitioners on Advertising and the three commercial program contractors (ABC Tv, A-R and ATV) for a minimum of two years and a maximum of five. The contract was negotiated between TAM and the Television Audience Research Advisory Committee, the group acting in behalf of the telecasters.

TAM at present is servicing individual advertiser-subscribers with audience data under an agreement which ends June 30.

Why Fels & Company prefers

Crosley WLW Stations

for Instant Fels Naptha

Golden Soap Granulets

"WLW Stations offer that important extra of mighty grocery merchandising tied up with top Station Talent. Yes, leading TV-Radio personalities star in product merchandising-promotion as the Crosley Stations' experts cover the store fronts by top-level trade contacts, personal calls and point-of-sale push. So the Talent-tuned, power-packed merchandising-promotion of the Crosley Stations really means business for advertisers."

Max Brown

Max Brown, Director of Sales
Fels & Company

Like Fels & Company, you'll get mighty merchandising-promotion for your products too with the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW *Radio* **WLW-T** *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO

U.S.-Britain Exchange Of Tv Scripts Proposed

A MOVE for exchange between the U. S. and Great Britain of certain television scripts which, because of their controversial nature, have not been televised in their respective home countries, has been initiated by Mort Abrahams, executive producer of NBC-TV's *Producers' Showcase*.

Mr. Abrahams, who will become a freelance producer next season following the demise of *Showcase*, said Wednesday that although the aspect of controversial scripts is but a minute facet of the overall plan to institute an international talent exchange program, the "controversial script swap" would enhance both the reputations of British commercial tv and U. S. playwrights.

The idea for the international exchange is not his. It was sparked by British theatre magnate Sydney Bernstein, head (with brother Cecil) of the Granada Theatre Chain and the Granada Tv System which services the Independent Television Authority, Great Britain's commercial network. Mr. Bernstein contacted Mr. Abrahams late last month during the latter's brief stay in London to work with the Sadler's Wells ballet troupe. In effect, what Mr. Bernstein proposed, according to Mr. Abrahams, is a two-way system whereby American directors and writers (so far producers aren't included) would do "one-shots" on ITA while their British counterparts would do more or less the same thing in this country. The British do not employ separate producers (in fact they call the producer the director). Mr. Bernstein feels this hampers the quality of tv, and thus may throw open the program to producers as well.

Mr. Abrahams explained that ITA, lacking the funds and the technical know-how that U. S. tv is "blessed with," seeks "prestige" and "experience." One reason may be that ITA has become hypersensitive to charges made by certain segments of its own audience that the U. S. imported tv film series are "crassly vulgar and American." The Bernsteins aren't so much concerned with ratings as they are with attracting viewership. Once this has been accomplished, Mr. Abrahams asserted, "ratings will follow automatically."

Since British tv does not have at its disposal the enormous fees U. S. tv gives to its contributors, Granada offers as bait the idea of "showcasing" material found to be taboo in the U. S. The firm already has proved it with its production, a few months ago, of Arthur Miller's adaptation of Henrik Ibsen's "An Enemy of the People." Mr. Miller is *persona non grata* on U. S. television, Mr. Abrahams noted.

Messrs. Bernstein and Abrahams have gotten many nibbles in the past few weeks. Already committed to fly to England are directors Sidney Lumet, Franklin Schaffner, Clark Jones, Ralph Nelson, Charles Dubin and Don Medford.

Although some, such as Mr. Nelson, are network-contracted talent, they are sure they will get leaves of absence. MCA-TV Ltd., which has a packaging agreement with Granada Tv, also is eager to cooperate, and so are several other talent agents whose clients fall into the "controversial" category. One of these, writer Reginald Rose, has agreed to make available to Granada all of his tv works that are presently "uncommitted," i.e., to stage or screen dramatization. In addition, he and Franklin Schaffner will try to air Mr. Rose's "Thunder on Sycamore Street," first seen in the U. S. in an edited form on CBS-TV's *Studio One* several years ago. (The *Studio One* version had Mr. Rose's original protagonist, a Negro, changed into a white ex-convict, and current plans call for another switch: This one to change the Negro into a Jamaican to fit in closer with the "British racial problem").

'Problems' Are Few

Insofar as "problems" are concerned, Mr. Abrahams feels there are few. The pay, he declares, is not the thing. But there are such matters as procuring work permits from the Ministry of Labour, the "tax situation" and other "minor bureaucratic details" to be attended to. The British may have no "union problem," but the Americans may very well have one. Possible hitch in bringing British talent to an already-overcrowded U. S. writer-director pool may rise out of objections voiced by the Radio-Tv Directors Guild. "We'll cross that bridge when we come to it," Mr. Abrahams said.

He also made plain the fact that this is a "private" project, unsupported by any U. S. network, though it is sponsored by the Academy of Tv Arts & Sciences. As of last week, the exchange program hadn't been formalized and chances are it won't be for some weeks to come.

But "controversy" is still very much on ATAS' mind. At week's end, it was learned that the academy was discussing a move to interest Sylvester L. (Pat) Weaver Jr. in its efforts to clear time for "so-called controversial shows." Mr. Weaver, former NBC board chairman, has made public plans to package a "controversy" series of programs.

A FILM STATE DEPT.?

TV FILM distributors need an organization comparable to the Motion Picture Assn. that could speak "with one voice" in dealings with foreign countries, Norman Katz, general manager in charge of foreign operations, Associated Artists Productions, said last week.

Mr. Katz said that such an organization would be useful, too, in "creating an awareness overseas" of the potential of U. S. film product on tv when future regulations are promulgated by foreign countries. He said he based his observation on the belief that tv abroad eventually will follow the pattern of the theatrical business there.

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BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

BOBCAT

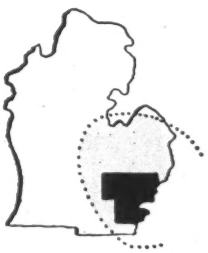
Lynx Rufus

The swamplands of northern Michigan are home, sweet home to this 20 pound bundle of ferocity. The Bobcat prowls by night, and dines on birds and small animals.

Original sketch by conservationist Charles E. Schafer

Put your money where the people are

Are you reaching bobcats instead of people? WWJ's Hi-Fi signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend. Use WWJ all day . . . *every* day.



Here's your Real Target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area. In the Detroit area alone, over 3½ million people spend over $5 billion annually for retail goods.

WWJ AM and FM **RADIO** NBC Affiliate

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

Three German Outlets Plan For Commercial Television

THREE West German broadcasting organizations have announced plans to join two stations already on the air with commercial television programming.

The newcomers will be Hesse Radio, Frankfurt; South German Radio, Stuttgart, and South West German Radio, Baden-Baden. Already established in commercial tv are Bavarian Radio, Munich, and Radio Free Berlin, with a half-hour sponsored each day.

Oct. 1 has been mentioned as a possible starting date for commercial programming by the three newcomers to the field. There has been no official announcement, however. The two stations now airing sponsored programming are facing legal suits from German newspaper publishers, who contend commercial tv in its present form is illegal. All broadcasting in West Germany is semi-official, preponderantly non-commercial and financed by license taxes on sets.

Addition of commercial television on three outlets would leave two in West Germany without sponsored programming. They are North German Radio and West German Radio, which cover 63% of the country's total television audience.

At the same time commercial tv appeared likely to expand, it was announced that Bavarian Radio expects to have its commercial operation out of the red by the end of this year. Radio Free Berlin, which has been telecasting the daily Bavarian Radio show by relay line, also has announced it will originate its own commercial show on Mondays, in addition to the half-hour from Munich, to be carried now Tuesday-Saturday in Berlin.

Advertisers on the Bavarian Radio commercial telecast have been led by soaps, cleansers and polishes which accounted for 15.62% of commercial revenue in 1956. Foods were in second place with 11.7%, followed by coffee 10.78%, toiletries and toilet goods 10.58% and smoking materials 5.06%.

Canada's Atlantic Broadcasters Elect Arthur Manning President

J. ARTHUR MANNING, CKCL Truro, Nova Scotia, was elected president of the Atlantic Assn. of Broadcasters at its annual convention April 25-27 at Amherst, N. S., succeeding John Hirtle, CKBW Bridgewater, N. S.

Jack Lewis, CKEN Kentville, N. S., and CFAB Windsor, N. S., was elected vice president, with Tom Tonner, CKCW Moncton, N. B., as treasurer, and Geoff Stirling, CJON-TV St. John's, Newfoundland, as treasurer.

The AAB will recommend to the June meeting of the director of the Canadian Assn. of Broadcasters that enforcement measures be taken for an industry code of ethics and business practices. Don Jamieson, CJON-AM-TV St. John's, Nfld., suggested in his keynote address that the industry eliminate some of the business practices which have begun in recent years. He identified these as saturation of commercials and contests, which have caused criticism of the industry, he said.

Mr. Jamieson said, "The trend to cheap saturation spot advertising cannot fail to have a detrimental effect on programming. Gimmicks and give-awavs provide little in the way of either entertainment or information. It is well-nigh impossible, therefore, to avoid the pitfalls of mediocrity."

He urged broadcasters to carry out a thorough house cleaning and combine the best qualities of ethically sound business and good broadcasting.

Station representatives and advertising agency personnel were on panels which discussed how both these facets of the industry could be served better by the broadcasting station staffs.

Canada Stations, Networks To Give Free Political Time

FREE TIME on radio and tv stations and networks is being made available to Canada's four political parties for a six-week period from April 29 to June 7 in connection with the general election June 10.

CBC has announced that six hours is being set aside on both English and French-language tv networks. Twelve hours is available in each language on radio networks, with English-language network time being divided eight hours to Trans-Canada and four hours to Dominion network. CBC is also making available on eight CBC tv stations 12 quarter-hour periods for local candidates.

Tv time is divided into 24 quarter-hours, giving the Liberal party eight periods, Conservatives seven periods, Co-operative Commonwealth Federation (socialist) five periods, and Social Credit four periods. This was arranged by mutual consent with the parties, and is to some extent based on representation in the last Parliament. On radio networks the 48 quarter-hour periods are divided on a similar basis. Television network free political broadcasts are live between Quebec City and Winnipeg, kinescope on other stations, and are all in evening time. On radio, 75% of English network time is evening, 25% daytime, while on the French network evening time takes two-thirds and daytime one-third.

In addition to these free political broadcasts, patterned on preceding elections, there will be purchased time available on individual independent stations and specially set-up networks.

THE TEMPTRESS

THE Rev. G. Westerdale Bowker, who has been losing his Steventon, England, flock to the *I Love Lucy* show on Sunday evenings, hereafter will hold church services in the afternoon.

His church pews have been almost vacant since the series started. But now the realistic minister, who noted, "I don't have a set, and have never seen Lucy," expects to recover his own "Nielsen" rating.

ITA Invites Program Bids For Isle of Wight Tv Outlet

BRITISH Independent Television Authority (ITA) is inviting applications from companies for the job of "program contractor" for the Isle of Wight station which is to be put into operation in 1958. The station, ITA's seventh, will cover an area in southern England with more than two million population.

Other stations are planned to cover the rest of southern England, but these will not be launched before 1959 or 1960. The Isle of Wight station, likely to open in late spring 1958, will increase ITA coverage area to about 80% of the total population (or about 40 million persons). Building the ITA network to this point will have taken about 30 months. Another 5% of the British population will be added to the ITA coverage area in 1958 through the opening of an additional station on the northeast coast. Total coverage then will be 85% of total population.

Currently there are three million homes in which ITA programs are available. With the increase rate at 160,000-170,000 per month, it now looks as if circulation will pass the five-million mark by next winter, if the current increase rate continues and if central Scotland, south Wales and the West are added, as is contemplated.

INTERNATIONAL SHORTS

Associated Screen News Ltd., Montreal, Que., has started all-Canadian independent adventure film series, *McLain of Hudson's Bay,* half-hour adventure film based on early Canadian fur trade. Location of series will be in Laurentian mountain area north of Montreal and in Montreal ASN studios. William Morris Agency, N. Y., will handle U. S. sales of series.

Robert Lawrence Productions Ltd., filmed commercials producer, has doubled size of its facilities at 32 Front St. West, Toronto. Included in expansion is addition of screening room and installation of Simplex Preview Projector and other equipment.

CFCR-TV Kamloops, B. C., joins CBS-TV as secondary non-interconnected affiliate and will be listed in Canadian group. Correspondence for station should be addressed to Walter Powell, commercial manager, CBC, 354 Jarvis St., Toronto.

CJVI Victoria, B. C., increases power to 10 kw.

CFPL-TV London, Ont., has installed equipment to transmit color programs as soon as it is given permission to do so by Canadian Broadcasting Corp.'s board of governors and Department of Transport. Station reports equipment can handle slides and films as well as network programs as soon as these are available from CBC. Currently there is no color tv transmission in Canada, and CBC does not expect to be ready to transmit color till year from now.

Radio Representatives Ltd., Montreal, Que., has moved to larger quarters at 1411 Crescent St.

CBS Asks $100,000 In IBEW Local Suit

WHAT is described as the first legal action taken by any representative of the radio-tv industry against a labor union under Sec. 303 of the Taft-Hartley Act ("boycotts and other unlawful combinations") came into being last Wednesday as CBS Inc. filed suit for $100,000 damages in U. S. District Court, New York, against Local 1212 of the International Brotherhood of Electrical Workers. The move follows by one week the filing of charges against the local with the National Labor Relations Board [B•T, May 6].

The suit stems from the local's "concerted refusal" last April 21 to permit the airing of a special Antoinette Perry Awards telecast remote via WCBS-TV New York [B•T, April 29]. It seeks damages only for CBS Inc. and its New York station and not for the Pepsi-Cola Metropolitan Bottling Co., Long Island City, which was to have sponsored the show.

WCBS-TV lost approximately $8,000 on the show, while the Pepsi bottlers' investment came to over $16,000. (Included in this figure was $5,000 which the bottling subsidiary of the Pepsi-Cola Co. was to have paid for tv rights to the American Theatre Wing, sponsor of the Perry awards. In a separate move last week, Metropolitan's president, Philip H. Rubinstein, though automatically released from having to pay the ATW, donated the $5,000 to the non-profit organization as a gift to help defray costs on three of the wing's current projects.)

In essence, the brief filed with the court reiterates CBS' position as stated in the charges filed with NLRB the week before. It charges Local 1212 with having "induced and encouraged its members to engage in a strike or concerted refusal to perform any services" for WCBS-TV.

Although CBS' attorneys are Rosenman, Goldmark, Colin & Kaye, this particular action is being handled by Emanuel Dannett of McGoldrick, Dannett, Horowitz & Golub, New York, specialists in labor law and former MBS counsel. Mr. Dannett said this action is "wholly independent" from the one taken with NLRB, but that both seek relief for CBS Inc. The NLRB move seeks to restrain the local from further such action—if need be, through an injunction—while the $100,000 suit seeks "punitive damages."

The suit also states that Local 1212 has "threatened" the network with similar future action unless lighting work on remotes involving theatrical presentations is assigned to its members.

Robert Silagi, counsel for Local 1212, said that since he had not yet seen the charges ("other than having read about them in the newspapers"), he would have no comment to make "at this time." As of late Thursday afternoon, process servers had not been able to locate any representative of the union for serving, CBS counsel said.

One question still remaining unanswered is whether the local Pepsi-Cola bottler will institute separate legal action against the IBEW Local 1212. Mr. Rubinstein's office declined to make any statement on such a possibility and referred the matter to its public relations representative, who merely said, "No comment, period." But there are no hard feelings towards WCBS-TV. Understood is the fact that Mr. Rubinstein has ordered time with WCBS-TV for the 1958 "Tony" awards show, assuming the electricians and the stagehands will have effected a truce by that time.

WGAW Tv-Radio Unit Elects Slate of Officer Replacements

FENTON EARNSHAW, Phil Leslie and James Allerdice have been elected president, vice president and secretary-treasurer, respectively, of the Television-Radio Branch of the Writers Guild of America, West, following the resignation from those posts of David Dortot, Gene Wang and Al Martin.

New officers will serve until the next election. The former officers resigned in protest against attempts of the WGAW administration to enforce a "gag rule" prohibiting members from discussing guild affairs with newsmen and others, following criticism which appeared in print regarding the activities of Francis Inglis, WGAW executive secretary.

TV in Fresno—
the big inland California
market means—
KMJ·TV
•Basic NBC-TV affiliate
•Best local programs
KMJ-TV
Paul H. Raymer Co., National Representative

Film Directors Discuss Forming Union in New York

PLANS to organize a union in the East for film directors employed on tv commericals and programs, educational, industrial and documentary films, were explored last Thursday evening at a meeting of the New York Film Directors Organizing Committee.

The organizational meeting was scheduled after the committee rejected an invitation to affiliate with Screen Directors Guild of America, a union covering directors in Hollywood. A spokesman for the committee said SDGA's overtures were declined because the conditions for affiliation were "completely unacceptable and were based on the premise that film directors in the East are second-rate." Among the conditions the committee could not countenance, the spokesman said, were: complete control of the eastern affiliate by Hollywood, including finances; the executive secretary of the union must be from Hollywood; all top officers must be from Hollywood.

There are more than 250 film directors in the New York area, the committee spokesman said. About 12 years ago, he reported, many of these directors formed the Screen Directors Guild as an affiliate of the SDGA. Subsequently, about nine years ago, he continued, SDGA "denied" the affiliation and since that time SDG has functioned purely as "a public relations organization" for the film directors in the East. He claimed that SDGA's disaffiliation of the New York affiliate stemmed from the New York group's substantial activity in television and a desire on SDGA's part to confine itself to Hollywood motion picture activities. With the growth of films for tv, the committee spokesman said, SDGA now is "looking more kindly" upon affiliation with the East "on their terms."

Officers of the New York Film Directors Organizing Committee are Howard Magwood, president; Jack Glenn, vice president, and George L. George, secretary.

Writers' Guild Outlines Procedures for Toll Tv

TOLL tv is a new form of entertainment and will have to acquire its own literary rights on its own terms and at its own scale of payment and not on the same terms as are now available for use on free television.

That is the gist of a resolution adopted by the national council of the Writers Guild of America at its semiannual meeting May 4-5 in Hollywood.

The WGA council said the "use of literary material for subscription television and all forms of closed-circuit television involves separate rights which will require separate negotiations and separate payments."

Council action was technically a recommendation to the individual councils of the guild's eastern and western organizations but there was no expectation of anything but favorable action by these bodies. When officially adopted, the WGA ruling would prevent any form of tv which requires the viewer to pay for his entertainment from using dramatic material originally prepared for another medium (movies or free television, for example) without first securing the permission of WGA to so use the work of its writer members.

The WGA council also considered proposals for changing the elective procedure of the organization's various branches so as to insure an adequate number of candidates for any elective office and to prevent abuses of the cross-filing procedure. Eric Barnouw, retiring president of the eastern guild, was elected national chairman for a two-year term, succeeding F. Hugh Herbert.

AFTRA Announces Foundation In Memory of George Heller

ESTABLISHMENT of the George Heller Memorial Foundation to administer varied welfare activities for the benefit of members of the American Federation of Television & Radio Artists was announced by AFTRA last week at a news conference in New York.

The foundation memorializes the late George Heller, a founder of the predecessor American Federation of Radio Artists and long-time national executive secretary of AFRA (later AFTRA) until his death in 1955. Details of the foundation's activities will be announced formally tonight (Monday) at the AFTRA 20th anniversary testimonial dinner to Henry Jaffe, who retired recently as counsel to the union after 20 years of service.

The first project of the foundation, according to Donald F. Conaway, national executive secretary of AFTRA, is the setting up of the George Heller Memorial Awards, which will honor an individual each year who makes "significant contributions to the radio and television industry or to AFTRA." The first award will be made at the dinner but the identity of the recipient will not be disclosed until tonight.

Other functions of the Heller foundation will be to provide funds to foster health and welfare of qualified members of AFTRA and their families, establish burial and death benefit plans and scholarship and other educational aids for members and their families.

Mr. Conaway said a contribution of $150,000 will be made by AFTRA to the foundation and other funds are expected to be raised by direct requests from individuals or organizations and by union-sponsored social affairs. He emphasized that the $150,000 contribution from AFTRA is not money accruing from regular union sources such as dues, but comes from funds intended for AFTRA welfare purposes, entirely exclusive of the AFTRA pension and welfare funds. He explained that there are several funds, such as the Dorothy Lamour fund set up in 1948 with money derived from various radio and tv programs, for which the stars waived part of their fees with the provision that this portion be used for union welfare purposes.

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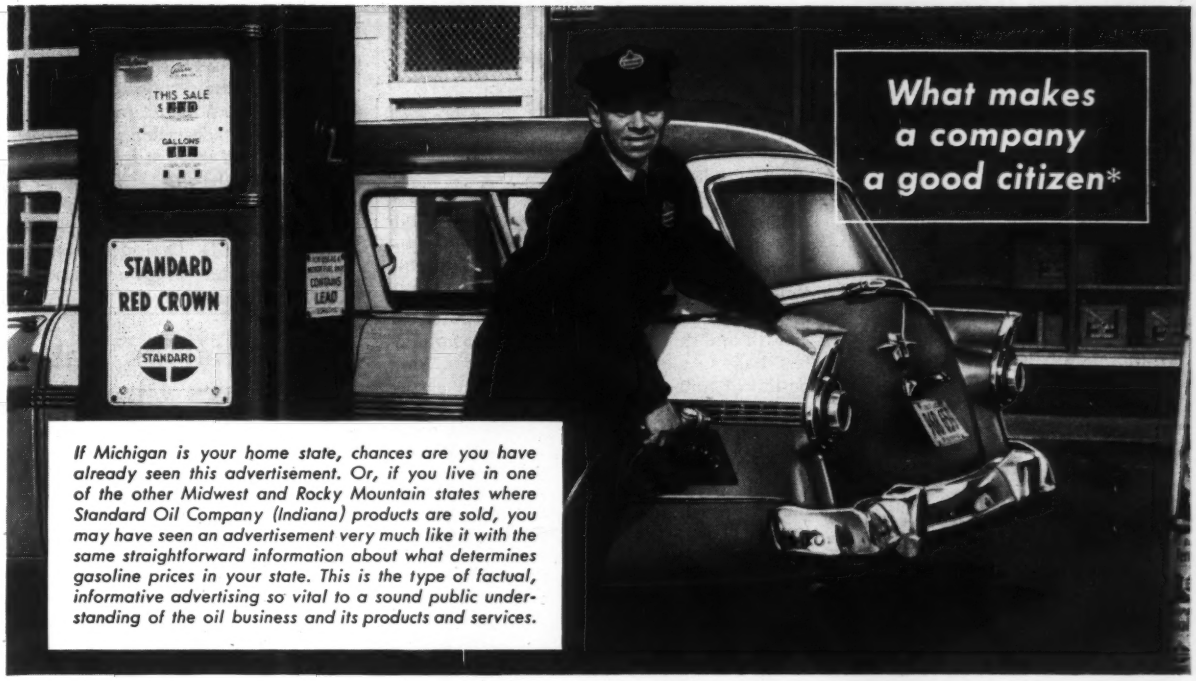

What makes a company a good citizen*
STANDARD
RED CROWN
STANDARD
If Michigan is your home state, chances are you have already seen this advertisement. Or, if you live in one of the other Midwest and Rocky Mountain states where Standard Oil Company (Indiana) products are sold, you may have seen an advertisement very much like it with the same straightforward information about what determines gasoline prices in your state. This is the type of factual, informative advertising so vital to a sound public understanding of the oil business and its products and services.

Four important things that affect the price you pay for gasoline in Michigan

TAXES—You might be surprised what a big chunk of your gasoline dollar goes for *direct taxes* placed on gasoline by federal and state governments. These taxes are largely used to build and maintain our expanding highway system and are collected from you at the gasoline pump. In Michigan the direct taxes on regular grade STANDARD RED CROWN Gasoline total 9 8/10 cents per gallon—*equal to 42 percent of the price of the gasoline alone in mid-Michigan areas.*

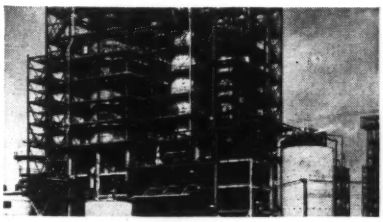
PRODUCT IMPROVEMENT—Today's gasoline looks and smells about the same as gasoline has for years *but your car can tell the difference.* The STANDARD RED CROWN you use today is higher quality, higher octane than our Premium Gasoline was only 4 years ago. Such dramatic product improvements are costly. During the past two years octane increases alone added about 25 million dollars per year to our continuing operating costs.

WAGES—The money you pay for RED CROWN helps, too, to pay the wages and salaries of the 52,000 men and women in our immediate "family". They are people like yourself who have had to meet rising living costs. General wage increases of slightly over 4 percent and 6 percent in 1955 and 1956 increased our costs about 28 million dollars annually.

SERVICE—Your Standard Dealer is an independent business man in a keenly competitive business. A few cents per gallon mark-up is all that competition allows him if he is to attract and hold your business. This modest mark-up enables him to offer and maintain essential services for car owners. At the same time, it must help cover his many costs and earn him a fair profit.

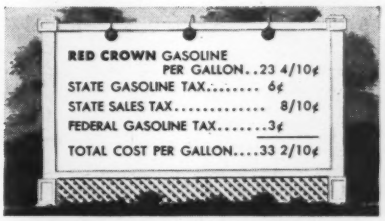
*** WHAT MAKES A COMPANY A GOOD CITIZEN?**

Because gasoline is widely used and needed, its price is a matter of interest to a great many people. The communities in which we live and serve are entitled to information this company can give them on factors affecting gasoline prices.



Modern gasoline quality represents tremendous investments in better facilities and processes, and in research. Yet in America today an hour's pay buys more than half again as much gasoline, excluding direct taxes, as it would fifteen years ago.

In the last 15 years Standard Oil salaries, wages and benefits on the average have increased about 170%. This is important to each Standard Oiler and important to the welfare of the communities where our "family" members live and work.


RED CROWN GASOLINE PER GALLON..23 4/10¢
STATE GASOLINE TAX..... 6¢
STATE SALES TAX..... 8/10¢
FEDERAL GASOLINE TAX.....3¢
TOTAL COST PER GALLON....33 2/10¢

The taxes you pay on gasoline—equal to 42% of the price of the gasoline itself in mid-Michigan—help to build and maintain Michigan's expanding highway system. You pay these direct taxes whenever you buy gasoline.

STANDARD OIL COMPANY (INDIANA) STANDARD

WBC'S WAAM (TV) BUY: $4.4 MILLION

- **Westinghouse reaches vhf limit with Baltimore buy**
- **Roddick pays $250,000 for KUTI; Bartell Buys WBMS**

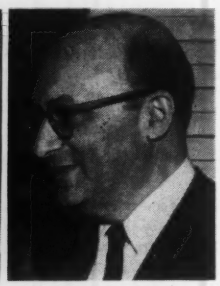
WESTINGHOUSE Broadcasting Co.'s purchase of ch. 13 WAAM (TV) Baltimore [CLOSED CIRCUIT, May 6] for $4.4 million was announced last week by Donald H. McGannon, WBC president, and Ben Cohen, WAAM president.

Also reported last week were the sales of two daytime radio stations: KUTI Yakima, Wash., to Harrison Roddick, former partner in the nationally known management firm of McKinsey & Co., for $250,000, and WBMS Boston, Mass., to the Bartell Group, for $200,000.

The Westinghouse transaction, which has been in progress for the past 60 days, gives that multiple radio-tv owner its fifth and final vhf outlet. FCC regulations prohibit a single entity from owning more than seven tv outlets, of which not more than five may be on vhf channels. Westinghouse has a number of plants in Baltimore and from 1937 to 1940, that city was the the headquarters of what was then known as Westinghouse Radio Stations Inc.

The purchase is subject to approval of the Westinghouse Electric Corp. board,

MR. McGANNON



MR. COHEN

scheduled to meet May 29, and the FCC. Majority owners of WAAM already have approved the sale.

The Baltimore transaction involves the exchange of Westinghouse stock for WAAM Inc. stock, valued at the time of agreement at the $4.4 million figure. Included in the purchase is the acquisition of liquid quick net assets in excess of $500,000.

With the acquisition of WAAM, Westinghouse will own the limit of five vhf stations in that many markets. Westinghouse now owns WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, and KPIX (TV) San Francisco.

WBC bought all these stations except the outlet in Boston. It bought KDKA-TV in 1955 for $9.75 million; KPIX in 1954 for $7.5 million. It bought what was then ch. 3 WPTZ (TV) Philadelphia in 1953 for $8.5 million, but this was involved in the 1955 exchange of stations with NBC whereby WBC received what are now KYW-AM-FM-TV Cleveland and NBC what are now WRCV-AM-TV Philadelphia. WBC also received $3 million in that transaction.

Last year Westinghouse bought WIND Chicago and its cp for ch. 20 there for $5.3 million.

WBC President Donald H. McGannon made the following comment in announcing the sale: "We are indeed proud to have the future opportunity of serving the market of Baltimore, which has not only had a long historical record, but also a record of growth and development. Our own company has had substantial operations for a long period of time in Baltimore, not only as the site of Westinghouse Electric plants, but also as the headquarters of the Westinghouse Broadcasting Co. in the years 1937-40. . . ."

WAAM began operating in 1948. It is owned principally by the Ben and Herman Cohen families of Baltimore; Norman C. Kal, Washington advertising agencyman, 7%; Henry G. Fischer, Washington attorney, 7%; Dr. Harry Goldmann, 4.5% and the estate of Herbert Levy, 3.5%.

The station is affiliated with ABC and is represented by Harrington, Righter & Parsons. Its balance sheet for Sept. 30, 1956, showed total assets of $1,033,293, of which $635,736 were current assets. Total current liabilities were listed at $175,886; and capital and surplus at $857,407. Net income for the years 1954 and 1955 was over $200,000 for each year, it was reported.

KUTI, operating with 1 kw on 980 kc daytime, was sold by Walter N. Nelskog, D. Gene Williams and Delbert Bertholf to Mr. Roddick. Allen Kander & Co. acted as broker in the transaction.

WBMS broadcasts with 1 kw on 1090 kc daytime. It was sold by Jack N. Berkman and associates to the Bartell organization and gives that group its fifth radio station. Bartell owns WOKY Milwaukee, Wis.; WAKE Atlanta, Ga.; KXBQ San Diego, Calif., and KRUX Phoenix, Ariz. It also owns WMTV (TV) Madison, Wis. Two weeks ago it filed an application with the FCC to sell WAPL Appleton, Wis., for $100,000 to Connie Forster (40%), present manager of the station, and Karl P. Baldwin, L. H. Chudacoff and R. P. Beelen, 20% each [B•T, May 6]. It is also seeking to increase the power of KCBQ to 50 kw day and 5 kw night (on 1170 kc).

Manager of WBMS is Norman B. Furman, who will remain in charge of the Boston outlet, it was indicated. No personnel changes are contemplated, it was reported.

The Berkman interests, under the name of The Friendly Stations, operate WSTV-AM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WPIT Pittsburgh, Pa.; WPAR Parkersburg and WBLK and a permit for ch. 12 Clarksburg, all in Clarksburg, W. Va.

The Boston sale was handled by Jack L. Stoll Associates, station broker.

Both the Yakima and Boston sales are also subject to FCC approval.

OFF LIMITS

BROADCASTERS have been cautioned by the Army against use of the words "command performance" in naming or describing programs. Officials noted the words have been copyrighted as the title of the Army's half-hour radio program series, *Command Performance*, which began during World War II. The title still is used for special military programs, it was added.

L.A. Religious Ratings Low, Says Churchman

RESIDENTS of the Los Angeles metropolitan area are exposed to an ample supply of religious broadcasts—353 per week on radio, 29 on tv—according to a survey made in April of this year by the Rev. Clifton Moore, director-coordinator of the Radio-Television-Film Commission of the Los Angeles Church Federation.

But the ratings reported by Dr. Moore indicate that all this exposure produces very little penetration. Of the 123 religious radio programs broadcast on Sunday, only four have ratings of 1.0 or more (according to Pulse, which provides ratings for only nine of the city's radio stations, omitting 17 others). Top audience-puller, with a 2.3 rating, is the *Salt Lake Tabernacle*, broadcast on KNX at 8:30 a.m. Others in the 1.0-or-better category are: *Good News* (Methodist), 2.0, KHJ, 9:15 p.m.; *Hour of Decision*, 1.3, KFI, 10:30 p.m., and *Your Bible*, 1.0, KABC, 8:15 p.m.

Weekday religious radio programming—43 programs broadcast once to six days for a total of 207 air periods—fares no better, ratingwise. KHJ's *Bible Institute*, Monday-Wednesday-Friday, 8:30 a.m., gets top weekday rating of 1.7. KFWB's *Rosary Hour*, Monday-Saturday, 7:45 p.m., is second with 1.5, and KABC's *Dr. S. Bailes*, Monday-Friday, 10:15 p.m., third with 1.3. Of the 23 Saturday religious radio programs, only the *Rosary Hour*, 1.3, tops the 1.0 mark.

Largest audience of any religious program on television in greater Los Angeles is that of *Crossroads* on KABC-TV, Friday, 8:30 p.m., which Dr. Moore's report shows to have a Telepulse rating of 6.8, an ARB of 7.9 and an NSI of 17.5. Second is Bishop Sheen's *Life Is Worth Living*, also KABC-TV, Monday, 9 p.m., not rated by Telepulse but with an ARB of 5.9 and a NSI of 7.3. Top Sunday religious tv program, rated at 3.0 by Telepulse and 6.7 by NSI, is *Great Churches of the Golden West*, KTTV (TV) at 11 a.m. (ARB rates this 1.0, tied for fourth place among Sunday tv programs of this type, but this and other differences may be due to the use of an ARB March rating, an NCS February rating and a Telepulse rating for Feb. 1.)

The religious radio broadcasts divide into 307 that are sponsored and 46 sustaining. The tv ratio is even more: 16 commercial to 13 sustaining programs. Audience informa-

tion in the report is too meager for any conclusions as to the attractiveness of one versus the other, if there is any.

It seems more significant that neither the top-rated religious radio program (chiefly an organ recital) nor the religious tv series with the largest audience (a dramatic series with clergymen as heroes) is in any way a typical religious program. To analyze this and other findings of Dr. Moore's survey, the Radio-Television-Film Commission has appointed a subcommittee to make a comprehensive study of the information and to recommend ways and means of implementing it.

Welpott to Manage WKY-AM-TV

RAYMOND W. WELPOTT, station manager of WRGB (TV) Schenectady, will join WKY-AM-TV Oklahoma City June 3 as stations manager, according to an announcement by E. K. Gaylord, president and general manager of the Oklahoma Pub. Co. and WKY Television System. Mr. Welpott fills the vacancy created by the death of Hoyt Andres April 17 [B•T, April 22]. He has been with WGY-WGFM (FM)-WRGB (TV) since 1946.

MR. WELPOTT

'Swing to Spot Radio' Claimed In Adam Young 'Profile' Report

ADAM YOUNG INC. last week distributed to advertising agency and advertiser executives the first of three studies on "Radio's Changing Profile," with the first report covering "the continuing audience swing to the independently operated radio stations."

The project was discussed at a news conference in New York by Adam Young, president of the radio representation company, who observed that it was not the intention of his company to create an "anti-network" presentation but that the conclusions of the studies pointed to "a swing from network radio to spot radio advertising." The next two studies, which will be released a month apart, will deal respectively with coverage facilities and markets and with rates and costs to advertisers. The reports were prepared under the direction of Frank Boehm, director of Young radio research.

The initial report, titled "Nothing Succeeds Like Success," claims that since 1952 there has been a marked shift in audience popularity from the network-affiliated radio station to the independent outlet. Using Pulse share-of-audience data in the top 25 markets, the report asserts that in 1952 there were 26 network affiliates in first place or tied for first place in the markets studied, while there was no independent station in this position. By 1956, the report continued, there were only 15 network outlets in the top positions, while 13 independents had moved into first place or tied for first. The report also claims an increase in independents that moved into second and third place in the various markets.

Newspaper-Tv 'Feud' in L. A. Exaggerated—'Examiner' Editor

REPORTS of a "feud" between Los Angeles newspaper reporters and representatives of the broadcast media have been "greatly exaggerated," Jim Richardson, city editor of the *Los Angeles Examiner*, said May 5.

Asked about the situation by Bill Stout, newsman of KNXT (TV) Los Angeles, in an interview on Mr. Stout's Sunday afternoon program, *Eye to Eye*, Mr. Richardson did not deny there was some friction, but felt it could be ironed out with good manners and common sense. Talk that reporters are going to use profanity or walk in front of cameras to foul things up seems pretty extreme and unlikely, he noted, adding, "Any member of my staff who did that kind of thing wouldn't be around very long."

When a news story is breaking, "tv has as much right to be there as the newspapers have," he stated. It's interviews that are the trouble spots, he added. "What we object to is the tv cameras being set up and grinding away and expecting the newspaper men to do the interviewing—to do their work for them. Then, in many cases, the tv report gets out first."

To Mr. Stout's protest that KNXT sends

WAKR is First in listeners

HOOPER RADIO AUDIENCE INDEX

Share of Radio Audience — Akron City Zone

MORNING (7 AM-12 NOON) Monday thru Friday JAN. thru MAR., 1957		AFTERNOON (12 NOON TO 6 PM) Monday thru Friday JAN thru MAR., 1957		NIGHT (6 PM—10:30 PM) Monday thru Friday OCT. thru DEC., 1956	
WAKR	50.2	WAKR	39.7	WAKR	57.7
■ Station "A"	4.9	■ Station "A"	6.0	■ Station "A"	9.8
Station "B"	13.0	Station "B"	13.1	Station "B"	18.4
Station "C"	24.2	Station "C"	28.9	Station "C"	—*
■ Station "D"	2.0	■ Station "D"	2.3	■ Station "D"	3.0
Station "E"	2.8	Station "E"	6.9	Station "E"	—*

■ Cleveland Stations with primary service in Akron * Off the air

NIELSEN NCS AND PULSE ALSO AGREE THAT WAKR IS A DECIDED FIRST.

Represented Nationally by BURKE-STUART Company, Inc.

• NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

WAKR-TV • WAKR-RADIO

RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

out reporters just as able to ask their own questions as those from the newspapers, Mr. Richardson replied that "lots of the boys who come out for tv haven't enough knowledge of the subject" to ask the right questions. And the camera itself is annoying, he felt. "When the cameras are on you, you feel self-conscious and freeze up. We can get much more out of a man when we can talk to him when the cameras aren't on him. And there are some questions you can't ask before the camera."

In answer to Mr. Stout's questioning, Mr. Richardson expressed the realization that tv news, only 10 years old, should not be expected to have achieved the same expertness in handling its problems as newspapers, with some 300 years of experience. He said that sometimes, watching tv's coverage of a news story, he feels the tv reporters talk too much about themselves, how long they've been there, how cold it is, etc., instead of sticking to the story. "They need a good city editor," he asserted. But he predicted a great future for tv news, with its ability to give a full pictorial account of a continuing story, without being limited like newspapers to a still picture that freezes the action into one brief moment.

Returning to the immediate problem of interview coverage, Mr. Richardson said: "The answer is for tv to send out some competent reporters of its own."

'Harvester' Contest Winners

WINNERS in the "International Harvester's Golden Anniversary Party" promotion contest for radio station promotion managers were announced last week by Young & Rubicam, New York. The agency arranged the event for its client, International Harvester Co., Chicago, celebrating the 50th year of its truck division. The winners, chosen for outstanding promotion in connection with International Harvester's sponsorship of a one-time only musical spectacular on NBC Radio April 4 (9-10 p.m. EST) were: Sam Lawder, WIRA Fort Pierce, Fla. (up to 1 kw); Don McLean, KFYR Bismarck, N. D. (up to 5 kw) and Worth White, WPTF Raleigh, N. C. (up to 50 kw). They were presented with trans-oceanic portable radios.

NOVIK ATTACKS 'FAST BUCK' MEN

- **WOV head would limit licenses on radio grants, sales**
- **He charges medium is being debased by 'business men'**

M. S. NOVIK, radio consultant and president of WOV New York, struck out last week at radio's "fast buck operators" who he said not only are debasing their own programming—by neglecting public service—but are forcing their competitiors to follow suit.

He recommended that FCC limit licenses to one year in the case of all new grants and station sales, "so that program performance can be measured against promise before a renewal is granted," and that it not extend the present three-year term to five years "without providing an effective annual method" of comparing promise and performance.

Speaking Thursday at the Ohio State Institute for Education by Radio-Television (story page 102), Mr. Novik said, "Radio today is making more money, and has more listeners and commercials; and it also has less public service programming, less community action programs, and has weakened its identity with its communities. It seems to me that the time has come to take a sharp look at radio as it is today."

Years ago, he said, the network affiliates generally were "the top stations," but "when the road for radio got rough the networks lost advertisers" and "cut back programs." When the affiliates "lost these prestige network shows," he continued, "the affiliates began to lose audience to the independents" and started to compete more directly.

"It was a case of the bigger station fighting the smaller station, and in the fight the stations and networks became cannibals," Mr. Novik asserted. "They ate up their public service programs, they forgot all about their forum shows, they ignored the public interest, necessity and convenience. The record, the music on a plate, once the backbone of the smaller, non-network stations, became the backbone of all stations—network and independent."

Where magazines and newspapers sharpened their editorial treatment, became more active in their communities and came back "more vital than ever before," he said, "radio went the other way. Many of the pioneers sold out. Many new stations came into being. And a new breed of operator came into radio. They were business men; they had no training or background in radio; they were trained for just one thing; to make money." He continued:

"They didn't know, and no one is telling them about their responsibility to the community. They were interested in just one thing. They kept their staffs small, their overhead down, they became music and news stations, and they made money. . . .

". . . As the sharpshooting broadcasters expand their operations, so do more and more stations have to lower their program standard."

Mr. Novik cited this example as "typical of many others":

"The only station serving a one-county market. It is 90% commercial. The music it plays comes from records it gets free. Once a week it has a sustaining hour of popular operatic music. These records come from a listener. Public service is strictly transcribed spots. And once a week a transcribed quarter-hour that is distributed gratis by a foreign country. There is nothing controversial on the station; no talks, no discussions, no forums, and nothing local except the commercials and any news that shows up on the ticker."

Stations are able to do this and get away with it, he said, because FCC "has stopped enforcing the public interest, necessity and convenience portions" of the Communications Act. "Because of its work load," he said, "the FCC is unable to properly check and review" the program reports which stations are required to file. He proposed:

"1. The FCC, because of the many newcomers in this business, shoud reaffirm its interest in local public service programming.

"2. The FCC should, before approving the transfer of a license, require a statement of program policy similar to that required for a new grant.

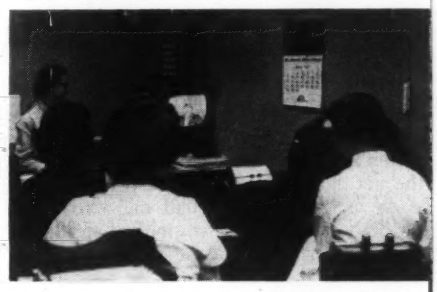
"3. The FCC should license for one year only, all new grants and all transfers so that

HOW TO AID USIA

IF THE nation's 5,000-odd radio stations shipped their old phonograph records to the U. S. Information Agency for use in Voice of America broadcasts and for other purposes, USIA might save $1,750,000 a year.

This is the thinking of Bill Jorgensen, WTVN Columbus, Ohio, news editor, who has suggested that each station send 500 records a year. If all stations contributed, he said, "USIA would have some two and a half million records available for use."

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings



CLOSED CIRCUIT television has proved a natural—for WTVJ (TV) Miami. A complete closed-circuit system, with a monitor in every office, provides complete continuity of effort, as well as a communications system, for the station's 185 employees. The system in use is shown above as Jack Shay (l), vice president in charge of operations, and Lee Ruwitch, vice president-general manager, discuss the recent NARTB convention, and members of the station's programming department listen to the report on their monitor.

program performance can be measured against promise before a renewal is granted.

"4. The FCC should not extend its current three-year licenses to a five-year term without providing an effective annual method of reviewing station program performance against promises."

While "major networks are once again putting initiative and ingenuity into their radio programming," he said, "they cannot force the affiliates to carry these programs. The affiliates, busy fighting the local stations for mass audience and ratings, cannot afford to, and do not carry these network public service programs."

Public service spot announcements, Mr. Novik maintained, are not the answer: "The community need for schools or sewers, for thruways or hospitals, for municipal parking or honest local government will never be faced, examined, evaluated and acted upon as the result of slogans or spot announcements."

Unless radio faces its responsiblities, he said, "it will lose its identity as a dynamic force in the community" and become "nothing more than a series of chain stores, identical in operation and differing only in the name out front and in the size of the building. . . . We as a country cannot afford the dubious luxury of emasculated radio stations."

WSAI Appoints Bernstein, Announces Three Promotions

FRED L. BERNSTEIN, vice president and southern divisional manager of Forjoe & Co., station representation firm, has been appointed executive vice president and managing director of WSAI Cincinnati.

MR. BERNSTEIN

The announcement by Sherwood R. Gordon, president of Gordon Broadcasting Co. (WSAI - AM - FM and WILD Birmingham), also listed promotions at WSAI and said the new appointments constitute the first step of a projected expansion over the next few months. WSAI staff members promoted:

Lu Bassett, national sales manager, to the new position of national sales service director; Harold O. Parry, local sales manager, to vice president and director of local sales, and P. Howard Eicher, account executive, to assistant sales manager.

WAHR-FM Converts to Multiplex

WAHR-FM Miami Beach has converted all its background music service from simplex to multiplex, according to Alan H. Rosenson, owner-chief engineer. Mr. Rosenson built all needed transmitter gear himself and made the transmitter modifications at an estimated cost of $500. He said Browning receivers have proved satisfactory and no cross-talk or noise is apparent. WAHR-FM is now duplicating WAHR am service on its main channel.

Oldham Goes to St. Louis

BILL OLDHAM, radio account executive, leaves the Chicago branch of Edward Petry & Co. Inc. on June 1 to become sales manager of the firm's St. Louis office replacing George Kercher who has yet to make known his future plans.

2¾ BILLION DOLLARS WAITING TO SEE YOUR SALES STORY!

Your product won't "catch it cold" with exposure in this red hot, tri-cities (Bristol, Va.-Tenn., Johnson City, Tenn., and Kingsport, Tenn.) market! Saturation selling on

WCYB-TV

BOX 1009, BRISTOL, VIRGINIA-TENNESSEE

5

THE TRI-CITIES CHANNEL

NBC-ABC AFFILIATE

REP: WEED TELEVISION CORP.

BMI

MILESTONES for June

BMI's series of program continuities spotlights the important events on the American scene. June's release features four complete half-hour shows —smooth, well-written scripts ready for immediate use.

"SCHOOL'S OUT"
(Commencement Is A Beginning)
June 1, 1957

"I AM OLD GLORY"
(Flag Day)
June 14, 1957

"FATHER'S DAY"
June 16, 1957

"THE JUNE BRIDE"
June 23, 1957

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE. NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

LIBEL
SLANDER
PIRACY
PRIVACY
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Guard against embarrassing loss by having our unique, special *INSURANCE* which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

NEW RADIO RATE CARD PROPOSED

● Flat rates feature new John Blair & Co. plan

A NEW FORM of radio rate card, employing flat rates with none of the customary complicated discount structures, was announced last week by Arthur H. McCoy, vice president and sales manager of John Blair & Co., radio station representation firm.

He said the Blair company is recommending the new form for use by all the stations it represents. Several already have adopted it and others are switching over gradually, he reported.

Mr. McCoy expected the new cards to find special popularity among timebuyers, because the use of flat rates makes it possible to tell quickly what a given campaign will cost and eliminates the complicated figuring of rates and discounts. Timebuyers who have seen it have been enthusiastic, he said.

He said the objective was to make rate cards simpler, asserting that such simplification was "one of the essentials for more efficient use of spot radio."

Like conventional rate cards, the new Blair form sets up different charges for different times of the day, with lower rates to encourage advertisers to use periods which are now less popular with buyers. It also provides somewhat lower rates for "rotation" announcements bought in groups of six or more per week, a device used to get advertisers to include Saturdays along with Mondays through Fridays. As distinguished from announcements which the station may rotate, or schedule at staggered time periods, fixed-position participations come higher.

Rotation, Mr. McCoy explained, gives assurance that all advertisers in these time periods get an equal break. On the other hand, the advertiser who wants premium position must pay extra for it, through the higher fixed-position rate.

The new card applies only to announcements, which form the bulk of spot radio purchases, but the principle can be extended to include programs, Mr. McCoy said. He emphasized that the flat rates do not represent a rate cut. Actually, he explained, in translating a station's rate card from the old to the new, the old discount structure is taken into consideration and its effect is incorporated into the new rates, so that the new charge for a given number of announcements in a given time period is no less than the net charge under the old plan.

As an example he cited the actual card of one of the Blair stations that already have converted to the new form:

Between 6:30 and 9:30 a.m. and from 3 to 7 p.m. Monday through Saturday—six one-minute participations per week (one a day) cost a flat $25 each if presented on a rotation basis, while fewer than six cost $28 apiece. If the advertiser specifies the time of broadcast the cost is a flat $35 each.

Between 6 and 6:30 a.m. and from 9:30 a.m. to 3 p.m. Monday through Saturday—six one-minute participations per week cost $21 each; fewer than six cost $23 each.

After 7 p.m. and all day Sunday—six one-minute participations per week cost $16 each; less than six, $18 each.

The new card also set up "impact" or saturation plans with progressively lower rates for the use of 12, 24, 36, and 48 one-minute participations per week. In the 6-6:30 a.m. and 9:30 to 3 p.m. periods, 12 per week cost $20 each; 24 cost $19 each; 36 cost $18 each, and 48 cost $17 each. After 7 p.m. daily and for all day Sunday, the comparable costs are $14, $13, $12, and $11 per minute announcement.

Day and night impact plans may be combined or portions of the impact plan announcements may be ordered in the heavily sold 6:30-9:30 a.m. and 3-7 p.m. periods at the applicable costs for those time periods, so long as a total of at least 12 per week is used.

ID rates are one-half those for one-minute announcements.

WRCV Issues New Rate Card

WRCV Philadelphia has issued a new rate card, effective May 1, listing changes in both announcement and program classifications. One hour of Class A time (6:30 p.m.-10:30 p.m.) now costs $450, and Class I announcement (10 a.m.-11 p.m.) $45 gross for 1 minute or 20 seconds, with volume discounts.

The better equipped stations are dominating the field with more listeners and more advertisers
GATES
GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILL., U. S. A.

SMOULDERING STUDIO

BUD WENDELL, WDOK Cleveland, night owl commentator, came home one night early this month for his usual nightly remote broadcast only to find the place virtually gutted by fire —all but his soundproofed broadcasting room.

From 11:15 p. m. to 1:00 a. m., with a mattress still smouldering in the snow outside, and his children farmed out to neighbors. Mr. Wendell carried on. He played records, furnished the usual weather information, told of the fire, and otherwise met his commitments to the radio public.

Westinghouse Names Judge National Tv Sales Manager

APPOINTMENT of Tom W. Judge, vice president in charge of sales for Closedcircuit Telecasting System Inc., New York, to the newly-created post of national television sales manager of the Westinghouse Broadcasting Co. was announced last week by Alexander W. Dannenbaum Jr., WBC sales vice president. The appointment is effective today (Monday).

MR. JUDGE

"The Westinghouse stations' continuing growth in television sales has made this new post necessary," Mr. Dannenbaum said. "Recently, we created a similar one for radio because of the swelling volume of business to our stations. At that time we promoted Perry B. Bascom to the important post. Now is the time to do the same for television."

Before poining Closedcircuit Telecasting System, Mr. Judge was with CBS-TV Spot Sales, initially as an account executive for four years and subsequently as midwestern sales manager and eastern sales manager. Earlier he had been on the sales staff of WBZ-TV Boston, a Westinghouse station.

WGN Stations Buy New Gear

PURCHASE of a new RCA 50-kw radio transmitter, plus 16 mm film projector and supplementary equipment has been announced for WGN and WGN-TV Chicago by Ward L. Quaal, vice president and general manager of WGN Inc.

Installation of the am transmitter is planned within the next four months and represents part of a $110,000 expenditure for new equipment, according to Carl J. Meyers, WGN-AM-TV engineering manager. The transmitter will be used at Roselle, Ill. It replaces a composite model in use since 1937.

BALTIMORE STATIONS COOPERATE

THE three Baltimore tv stations are cooperating to supply live coverage of the House Un-American Activities Committee, which opened hearings in Baltimore last Tuesday.

By rotating the live pickup, they are able to provide full service at minimum loss of commercial time for any one station. The cooperative idea also is used to bring 75 baseball telecasts of Baltimore Orioles games, a service that no single station could provide because of time-clearance problems.

Prior to the opening of House hearings Robert B. Cochrane, WMAR-TV program director, discussed a cooperative plan with Leslie H. Peard Jr., WBAL-TV vice president-station manager, and Kenneth Carter, WAAM (TV) general manager. A schedule was drawn up, with WBAL-TV covering Tuesday and Thursday mornings; WAAM Tuesday and Wednesday afternoons and WMAR-TV Wednesday morning and Thursday afternoon.

The plan was used again Friday as WBAL-TV and WMAR-TV divided Washington coverage of the select Senate committee investigating labor activities. WAAM will carry hearings this (Monday) afternoon.

Each tv station uses its own commentators for the pickups, dividing the cost of using WMAR-TV mobile equipment three ways. At the end of each half-day session, announcements are made when and where coverage will be available when testimony is resumed.

Chairman Frances E. Walter (D-Pa.), Un-American committee chairman, and Richard Arens, conducting the hearings, were agreeable to tv coverage but had to refer stations to Chief Judge Roszel C. Thomsen, U. S. District Court, since the committee was using a federal courtroom. Judge Thomsen said he wouldn't attempt to tell a congressional committee what to do, so stations were permitted to cover.

The tv stations have been feeding audio to anyone wanting it. WFBR and WITH Baltimore carried aural coverage and tv film cameras provided news footage.

The dramatic testimony on communism, including appearances of federal undercover agents, attracted wide attention last week in the service area of the stations. Some witnesses asked that they be kept off tv while testifying.

The cooperative plan was first used over four years ago at a Maryland gubernatorial inauguration, Mr. Cochrane told B•T. It has been used several other times to provide complete public service that would have been beyond the capability of any one tv outlet.

Baseball coverage of the Orioles is sponsored by Gunther's beer. A number of Washington Senator's games are sponsored by National Bohemian beer under the same arrangement.

WGY Drops Paid Religious Time

PAID religious broadcasts were dropped last week by WGY Schenectady, N. Y., because of an imbalance of fundamentalist Protestant theology in its programming, according to Merl Galusha, station manager. He said the station will continue to provide free time for a representative schedule of religious broadcasts, adding that Rev. Billy Graham's program will not be renewed. Others not to be carried on a paid basis are *Word of Life, Bible Study Hour, Lutheran Hour* and *Voice of Prophecy*.

Of eight hours of religious programming, Mr. Galusha said, 2½ represented the fundamentalist view of Protestantism. He said the program was being revised to provide broad representation.

"But, papa—KRIZ Phoenix say no smoke-um pipe—smoke-um R. G. Dun cigars!"

WOL Grants Aliens Equal Time

WHEN WOL Washington carried 10-minute taped portions of a speech made April 26 by Archbishop Makarios of Cyprus at the end of his exile, the station offered equal time to the British and Turkish embassies in the Nation's Capital. The offer was accepted, and 10-minute tapes made by British and Turkish information officers were broadcast May 5.

WOL secured the Makarios tape through a Greek contact of Nicholas Camarianopoulos, who conducts a weekly *Athenian Melodies Hour* on the station.

WKNB's Brewer Aids Rescue

VICTOR BREWER, assistant sales manager of WKNB New Britain, Conn., and a skin diver by avocation, last Wednesday helped to save a woman who had plunged 90 feet from the Charter Oak Bridge into the Connecticut River. Mr. Brewer and two other members of the YMCA Gill-men's Club were inspecting the damaged rudder of a vessel at the East Hartford Yacht Club when Mrs. Shirley Jones of Enfield went off the bridge, half a mile away. Speeding to the scene in a nearby launch, Mr. Brewer and another person tied a line to Mrs. Jones underwater and the boat crew hauled her to safety.

Two Groups Protest Citation Against WTVT (TV) Newsman

CITATION of a WTVT (TV) Tampa, Fla., newsman for contempt by a Tallahassee municipal court judge has been protested by Florida Assn. of Broadcasters and West Coast Press Photographers Assn. Protests were aimed at Judge John A. Rudd, who held Jack Murphy, of WTVT, in contempt and fined him $100 or 30 days in jail last February for taking film pictures in the City Hall corridor [B•T, March 11]. The citation has been appealed.

FAB said in a statement signed by President H. Dennison Parker, WTAN Clearwater, that broadcasters cannot accept "the confused wording" of Canon 35 of the American Bar Assn., which bars visual and aural media from courtrooms. "Nothing can alter the stark, simple fact that here is a public official attempting to still the voice of an important segment of the free press with an extremely loose interpretation of a legal precept which, in itself, is dubious," FAB argued.

Judge Rudd contended the City Hall corridor is tantamount to a witness room since the court has no formal chambers to house witnesses.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago
CBS
REPRESENTED BY AVERY-KNODEL, INC.

DATELINES OF THE WEEK

A sampler of radio and television news enterprise

WASHINGTON—WMAL-TV in the capital, lone local station providing live tv coverage of the Teamster union hearings in the Senate, organized an impromptu network that by Friday totalled 13 stations. The combination of Friday and the unpopular number proved a lucky one, as the hearings went on for the third day and viewers from coast to coast were able to see complete versions of the probe.

Before sessions got underway Wednesday afternoon, WMAL-TV offered its coverage to ABC-TV, but the network was unable to program the hearings, as were other networks, which relied on film coverage. Fred S. Houwink, general manager of WMAL-TV and chairman of the ABC-TV Affiliates Assn., offered the telecasts to other interested stations, and Otto Brandt of KING-TV Seattle took the lead in lining up stations to participate. KING-TV also carried live coverage of Teamster President Dave Beck's first appearance on Capitol Hill.

Wednesday-Thursday starters, besides the originating station and KING-TV, were WEWS (TV) Cleveland; WCPO-TV Cincinnati; WTVN (TV) Columbus, Ohio; KTVI (TV) St. Louis; KJEO (TV) Fresno, Calif., and KGW-TV Portland, Ore.

Friday, three Baltimore stations, WBAL-TV, WMAR-TV and WAAM (TV) shared coverage on a rotating basis, picking up the signal off-the-air and relaying it to WSBA-TV York and WTPA-TV Harrisburg, both Pa.

Commentators for the newscasts were WMAL-TV's Richard Rendell and Charles Herring, news director of KING-TV.

NASHVILLE—When a plane landed in Montreal, Canada, last Monday carrying the wife of a captured hero and high official on the revolting side in last fall's Hungarian uprising, that was the signal for WSM-AM-TV Nashville to air an exclusive interview the station believes is a "beat" on all the national news services.

WSM-AM-TV News Director Bill Williams, late last month on special assignment among Hungarian refugees in Austria, interviewed Mrs. Mari Maleter on film and tape while she was hiding with her three small children near Vienna and shortly before she boarded a plane for Canada. Mr. Williams agreed to withhold release of the interview until Mrs. Maleter and her children were safely across the Atlantic. When she arrived in Montreal Monday, WSM-TV promptly put the filmed version on its *Your Esso Reporter* and WSM carried the taped interview on its *All That's News,* both evening shows.

Her husband, Tal, a major general with the ill-fated Hungarian "Freedom-Fighters" and who became defense minister of the government-in-revolt, stayed behind and was captured by the Russians. He was acclaimed as a "Hero of Budapest" after leading the defense of Killian Barracks, last rebel fortress in Budapest to hold out against Russian troops, WSM says.

Now in a communist prison awaiting trial in two weeks on a charge of treason against the satellite government, Gen. Maleter last Thursday was charged with "counter-revolutionary activities"—along with former Hungarian Premier Imre Nagy and Joseph Cardinal Mindszenty—by the chairman of the communist Hungarian presidential council.

SMILING as he signs for ABC Radio Network affiliation is Thomas F. McNulty, president of WWIN Baltimore. Frank Atkinson (l), ABC Radio regional manager, and Edward J. DeGray, vice president in charge of station relations for ABC Radio, look on. The affiliation contract comes into force June 1.

AUSTIN—Not only was KTBC-AM-TV on the spot with correspondent and/or camera crew at most of the trouble areas during the Texas tornado-river flooding period, but it also acted as clearing house for official weather reports by direct line from the U. S. Weather Bureau, and feeding them to other Austin stations. Meanwhile, a KTBC newsman was assigned continually to state disaster headquarters to funnel out reports from civil defense observers and the highway patrol.

NEW HAVEN—WAVZ's two-way plans to ground mobile radio units last week helped firemen from five Connecticut towns battle forest fires in nearby Milford by relaying information such as spreading flames, nearness to homes, and the best way to get at the fire's bases.

LOUISVILLE—In the land where horseshoes are said to be lucky they are proving lucrative, too, for WHAS-AM-TV. The Kentucky Derby, originated for CBS Radio and Television, by WHAS stations, is only one feature of a three-week season covered by WHAS-AM-TV, which this year sold a schedule of 30 radio racing broadcasts and seven telecasts to Falls City Brewing Co. The Spring Meet started April 27 at Churchill Downs, where a full crew of sta-

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tion staffers and equipment are stationed for the duration.

The local brewery also sponsored last month a card of 11 feature *Race of the Day* broadcasts from the Keeneland track at Lexington, Ky. Additional WHAS-TV treatment of the sports events included daily film coverage and elaborate coverage of Derby festivities. WHAS sportscaster Cawood Ledford calls radio descriptions, with Bryan Field and Downs track announcer Gene Schmidt sharing the assignment on tv. Brownie Leach, public relations director of Churchill Downs, provides color for the radio coverage.

LINCOLN—Monitoring local law enforcement shortwave broadcasts paid off for KFOR Lincoln, Neb., which promptly sent its news staffers to nearby Milford only minutes after a tornado struck. They proceeded to broadcast bulletins.

Thus, in spite of knocked out telephone lines, the station said it was later able to wrap up the most complete description of the twister's impact and aftermath 2½ hours later on a regular evening broadcast. But KFOR insisted that storm warnings from local stations did the life saving.

TORONTO—Larry Henderson, news commentator of CBC, that city, and cameraman Bob Crone, have started on their third overseas reporting tour for CBC-TV in two years. Their current trip, started on April 28, and will take them to Sweden, West Germany, Lebanon, Syria, Jordan, Egypt, Israel, Austria, Poland and Russia.

Visas for Russia were not ready when they left Toronto, but are expected to be picked up en route. The team will be away seven weeks, and plan to jump immediately to any area where the news breaks. They will supply it on tape and on film for tv and radio programs.

Pulse Moves to Discourage Station 'Hypos' During Surveys

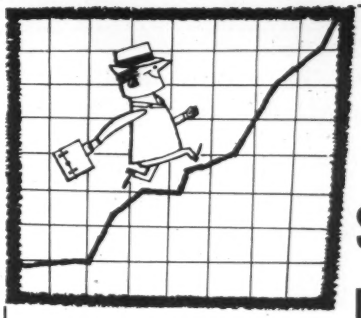
THE Pulse Inc. is serving notice it will try to frustrate any station which undertakes to inflate its ratings by staging special promotions during a survey period.

Director Sydney Roslow is sending letters to all subscribers urging them not to use such tactics and warning that if they do the fact will be noted alongside their figures in the published Pulse report.

In the past the Pulse has carried such notations in cases where such promotions have come to its attention, but this is the first time it has "officially" served notice regarding the policy.

Other rating services have coped with the problem in similar ways. C. E. Hooper Inc., for instance, has deleted the station's figures and, instead, carried a note saying the station was running a special promotion that made it impossible to determine the size of the audience.

The problem, which crops up sporadically, involves special promotions—offering rewards for answering the telephone with the station's call letters, for instance—conducted just before or during a rating period, where the purpose is clearly to influence the pub-



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lished ratings. Legitimate, long-term audience promotion projects are not involved.

In his letter to subscribers, Dr. Roslow explained the Pulse policy thus:

"As you know, there have been instances in the past where a station embarked on special promotional efforts during the survey week only, intended to 'hypo' and influence the reporting of listening. I want to urge you not to engage in special promotional efforts designed expressly to influence the listening and reporting of listening during the survey week itself or the week prior to the survey. When notified of such special activities, we reserve the right to request the stations to describe these activities and publish the replies in the report."

THE RIGHT *gentlemen discuss the Wong Time, Wong Temperature. (L-r): Doc Wong, creator of Wong's Frozen Foods; Bob Kaufman, KFBW account executive; Lee Siteman of Mottl-Siteman, agency for the product, and Robert M. Purcell, vice president-general manager of KFWB.*

CAN'T GO WRONG

IT HAD BEEN a long hard day and the KFWB Los Angeles salesmen, making their reports to Robert Purcell, vice president and general manager, were getting ready to head for home. Someone mentioned plans for a Chinese dinner; someone else asked if anybody had tried Wong's Frozen Chinese Foods. Mr. Purcell looked up and wondered aloud if they couldn't sell this company the Wong Time and Wong Temperature. The anticipated laugh stopped midway as the reaction changed to "Why Not?"

The next day the idea was presented to Mottl & Siteman, agency for Wong's Frozen Foods. The agency liked it. Wong's liked it. So on May 12 Wong's begins its first summertime campaign, having appropriated a special addition to its regular advertising budget to underwrite 12 "Wong Time—Wong Temperature" announcements a day on KFWB throughout the summer.

P. S.: Mottl & Siteman has obtained KFWB's permission to use the same theme for its client in markets outside Southern California.

WFMX (FM) Sees Good Business In Its Multiplex Operation

PROGRESS report on WFMX (FM) New York, which claims to be the first New York outlet with a regular multiplex operation, was provided last week by Walter Diehl, general manager, who indicated the outlook is bright for a successful business operation.

The station went on the air several months ago without advance publicity, Mr. Diehl said, because the outlet is part of a proposed Concert Network encompassing a group of other fm outlets, which has not yet materialized. WFMZ broadcasts for the public 24 hours a day seven days a week on a frequency of 104.3 MC, presenting concert music on tape recordings. Its only employes are six engineers, working eight-hour shifts.

WFMX has sold its multiplex channel to Tele-Music, Hempstead, L. I., a background music company that sells a music subscription service to retail establishments and other business houses. Mr. Diehl hoped the station could operate "in the black" once a second multiplex channel is opened and sponsors are obtained for WFMX's regular broadcasts. The station now has only one sponsor, the Beacon Press, Boston, but Mr. Diehl said that no strong effort has been made to sell advertisers, pending establishment of the Concert Network.

The station is operating on an experimental basis, Mr. Diehl reported, but expects to receive its license soon from FCC. WFMX is owned by Concert Network Inc., which formerly was the General Broadcasting Corp. The company also owns WFMQ (FM) Hartford and WTMH (FM) Providence, which are planned as part of the projected Concert Network, along with several other fm stations in New England.

Since WFMX began its multiplex system two other New York area stations—WWRL-FM Woodside, L. I., and WAAT-FM Newark—have started multiplexing. Other outlets planning multiplex operations are WGHF-FM Newtown, Conn., and WBFM-FM New York.

Response to Station Promotion Almost Too Much for Promoters

WBZ Boston last week conducted a treasure hunt for a gold ignition key entitling the finder to a brand new Pontiac. The promotion was so successful that the station is wondering how it can do another without encouraging enthusiasts to trample the flower beds in Boston's Public Gardens.

Many listeners interpreted broadcast clues to mean that the key was hidden in the gardens. Searchers were reported to have trampled flower beds and damaged statues.

WBZ also was somewhat dismayed to find that the winner managed to locate the gold key in 24 hours and 10 minutes.

The station has committed itself to a few more you-find-the-key and we-give-you-the-Pontiac contests. But late last week, it had yet to work out the details. The bootstrap-type promotion was aimed at WBZ's greater Boston audience, and the treasure hunts are restricted to the city limits.

FCC Cites 10-Year Staffers

AWARDS for length of service were made by the FCC April 30.

Among those receiving citations for 10 years service were Hearing Examiners Jay D. Bond and Herbert Sharfman; Harold G. Cowgill, Common Carrier Bureau; Dee W. Pincock, legal assistant to Comr. Hyde; Robert H. Alford and Joseph N. Nelson, Renewal and Transfer Div.; George N. Simcoe, Public Reference Room; Donald J. Berkemeyer and Hideyuki Noguchi, Office of Opinions and Review; Robert J. Rawson, Broadcast Facilities Div., and Douglas A. Anello and William B. Hawthorne, Safety and Special Services Bureau.

► WHK Cleveland, Ohio, observed 35th anniversary.

► KFH Wichita, Kan., will celebrate its 35th anniversary May 26.

► WMAQ Chicago celebrated its 35th year on the air April 13.

► KGW Portland, Ore., observed its 35th anniversary of broadcasting March 25.

► CHIEF Engineer Harry Broderick, WDRC Hartford, marks his 16th year with the station in May.

► WSVS Crewe, Va., observed its 10th anniversary April 7 in a series of special programs.

► NORMAN S. McGEE, vice president in charge of sales, WQXR New York, is celebrating his 20th anniversary with the *New York Times* station.

► JOHN J. ANTHONY, human relations expert, marks his 29th year in broadcasting with a new program, *Mr. Anthony*, which started April 20 on KHJ Los Angeles offering on-the-air replies to listener-submitted queries.

► COMPLETION of 10 full years on television was marked by *Kraft Tv Theatre* on May 8.

A TOTAL of 129 years in the broadcasting business is represented by these four WJR Detroit executives as they celebrate the station's 35th anniversary. They are (l to r): Norman White, production manager; Andrew Friedenthal, chief engineer; John F. Patt, president, and William G. Siebert, secretary-treasurer.

ADVERTISERS & AGENCIES

Albert B. Richardson and **William C. Watson,** vice president and treasurer, respectively, of Chesebrough-Pond's Inc., N. Y., and **Alvin W. Pearson,** executive vice president of Lehman Corp. there, all elected to board of Chesebrough-Pond's.

Lloyd A. Grobe promoted from business manager to advertising manager of Oldsmobile Div. of General Motors Corp. He succeeds **L. F. Carlson,** resigned.

TASHIAN LOEHRKE

Melcon Tashian, art director at Foote, Cone & Belding, N. Y., and **Marlen Loehrke,** personnel director in agency's Chicago office, elected vice presidents.

Tyler Davis promoted to vice president in charge of agency relations, Endorsements Inc.

George W. Davidson to Compton Adv. Inc. N. Y., as vice president and account supervisor on Sterling Brewers Inc. account.

Randolph W. Heizer, merchandising and sales promotion director, Benton & Bowles, Detroit, to MacManus, John & Adams, Bloomfield Hills, Mich., to Cadillac Div. accourt group in executive capacity. **George Zikakis,** public relations staff of Kudner Agency, Detroit, to MJ&A on Pontiac Div. creative staff. **Virgil E. LaMarre,** central regional sales manager of Ford Motor Co. Continental Div., to MJ&A as copywriter on Bendix Aviation Corp. account. **Charles R. Dickinson,** art director, Grant Adv., Detroit, to MJ&A in similar capacity.

Robert F. Stanton, formerly with J. Walter Thompson Co. and Albert Frank-Guenther Law, to Ketchum, MacLeod & Grove, N. Y., as account executive on Westinghouse Broadcasting Co. account.

Lawrence Weitzner, assistant production manager, Emil Mogul Co., N. Y., to assistant account executive on Knomark Mfg. Co. (Esquire shoe polish).

Robert C. Brinsmaid, retail sales supervisor in Quaker Oats Co.'s Syracuse and Boston offices, named retail sales manager.

H. Brenner, zone manager in Cleveland, Ohio, for Studebaker-Packard Corp., named assistant sales manager.

Alice Van Strander, production manager, Heineman, Kleinfeld, Shaw & Joseph Inc., N. Y., promoted to traffic manager. **Caroline Vanderbilt,** research dept., advanced to statistical chief.

Douglas W. Coutlee Jr., formerly with Kudner Agency and BBDO, N. Y., to Ketchum, MacLeod & Grove Inc. as head of N. Y. copy department. **Carl Cannon,** executive in charge of visitors' services of United Nations, N. Y., to KM&G there as public relations account executive.

Lou Jackobson appointed head of radio-tv production at Ruthrauff & Ryan Inc., Chicago.

James Benham, account executive, Young & Rubicam, N. Y., to Ted Bates & Co., same city, as account supervisor on Whitehall Pharmacal Co. account.

Philip Wolf, who has been producing tv commercials for the Los Angeles office of MacManus, John & Adams, to Mottl & Siteman Adv. Agency, same city, as radio-tv director.

James S. Norris, group creative director, Fletcher D. Richards Inc., N. Y., to William Esty Co., N. Y., as group copy director.

Stanley D. Canter, formerly director of market research and development, McCann-Erickson, to Ogilvy, Benson & Mather, N. Y., as director of research.

Mrs. Vivian B. Fayad, public relations department of Gray & Rogers, Phila., named personnel director of agency, succeeding **Marie L. Roat,** resigned to be married.

James Buck, formerly with Graphic Arts Designers and Cinema Arts, both L. A., to Goodman Advertising Inc., that city, as art director.

George Clinton Jones IV, publicity director of First National Bank of New Haven. Conn., and former managing editor of New Haven *Journal-Courier,* to public relations staff of Gray & Rogers, Phila.

Robert Reed, Paris & Peart Inc., N. Y., promoted to administrative art director. **Paul Parker,** formerly with Foote, Cone & Belding, to P&P as associate art director.

Bruce W. Barnes, formerly with McCann-Erickson, to Carl S. Brown Co., N. Y., as associate art director.

Nicholas Elexis, copywriter, Blaine-Thompson Adv., N. Y., to Anderson & Cairns, N. Y., in similar capacity.

William L. Bateman, BBDO, to McCann-

Bankruptcy Sale — Large Stock
TV PROMPTING & CUEING EQUIPMENT
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GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

WEISSMAN MILLHISER LARKIN CHRISTENSEN GOLDSMITH LINCOLN BOWLING

GEORGE WEISSMAN, vice president of Philip Morris Inc., has been named to the newly created position of director of marketing with the additional responsibility of directing and coordinating sales, advertising, market research, packaging and public relations efforts "for maximum consumer impact," it was announced Monday by President O. Parker McComas.

Mr. McComas also announced realignment of the responsibilities of several other key executives. Ross R. Millhiser, Marlboro brand manager, becomes assistant director of marketing. Robert S. Larkin, sales promotion director, becomes director of chain store sales, a new position, reporting to Sales Vice President Ray Jones. Thomas S. Christensen, former assistant advertising director, is promoted to Marlboro brand manager. Clifford H. Goldsmith, special assistant to the president, becomes director of packaging development. Jetson E. Lincoln, assistant director of market research, is elevated to director of marketing research. James C. Bowling, public relations manager, becomes director of public relations.

Erickson, L. A., copy department.

Louise El Moyer and **Gaile M. Longden** have joined copy staff of Ogilvy, Benson & Mather, N. Y.

NETWORK

Patric Rastall, formerly ABC network sales service manager, to CBS-TV network sales, Chicago, as account executive.

Bob McKee, formerly account executive with NBC Central Div. tv sales, to ABC Central Div. tv sales in similar capacity. He replaces **James Duffy,** appointed sales director for ABC Radio Central Div. [B•T, April 29].

E. Charles Straus, assistant to director of business affairs, CBS-TV Hollywood, named talent and casting director.

Dominick Dunne, associated with *Playwrights '56* and *Producers Showcase* at NBC-TV, to CBS-TV as executive assistant on *Playhouse 90.*

Arnold Carr, CBS Radio publicist in Hollywood, to KABC-TV Los Angeles, as assistant publicity director, succeeding **Murray Weissman,** transferred to ABC-TV press information department to handle publicity on *Frank Sinatra Show.*

Patricia Young, copywriter and coordinator of station information, CBS Radio Spot Sales, appointed presentation writer in department. She succeeds **Robert Gallagher,** now assistant sales promotion manager, WCBS New York.

Paul Nickell, for past eighth years with *Studio One* in New York, has moved to CBS-TV in Hollywood where he will direct programs of *Climax, Playhouse 90* and other top series on network.

Martin Cohen, NBC television producer, resigned from network to devote full time to theatrical production.

Oliver Treyz, ABC vice president in charge of television network, elected director of Better Business Bureau of New York City for three-year term.

FILM

➤ **George DeMartini,** general partner of Cohen, Simonson & Co., N. Y., to Guild Films as vice president-treasurer. He also is member of American Stock Exchange.

Daniel G. Endy, Daniel M. Wise and **Bosh Pritchard** named vice president in charge of administration-special events, vice president in charge of production and vice president in charge of sales, respectively, for Tel Ra Productions.

David Mathews, commercial-praduction department, Gross-Krasne Inc., Hollywood, named general manager.

Stanley Dudelson, North Central division manager of Screen Gems, promoted to Midwest division manager, with headquarters in Chicago. He succeeds **Henry A. Gillespie,** resigned. **William E. Young,** from company's eastern division, and **Ted Swift,** formerly with Guild Films and Ziv, join Midwest division sales staff of Screen Gems.

➤ **Dick Lewis,** M G M-T V, N. Y., named Chicago sales representative of commercial and industrial film department.

Serge Valle, for several years supervisor of research for California National Productions, NBC subsidiary, named manager of research.

Gertrude V. Casey, sales department, Transfilm Inc., N. Y., named manager of department.

Douglas Whitney, talent executive, RKO Studios, to Screen Gems, N. Y., executive staff, succeeding **Milton E. Pickman.**

E. H. Johnson, advertising and promotion department, Association Films Inc., named branch operations coordinator.

Charles A. Palma, film editor of Transfilm Inc., N. Y., father of girl, Karen, April 30.

STATION

➤ **Commander Mortimer W. Loewi,** founder of DuMont network and research organization, named president and general manager of WITV (TV) Miami.

C. E. Franklin named president, general manager and engineering director of WCEF Parkersburg, W. Va. Other WCEF appointments: **Gene Snyder,** commercial manager; **Gary Brookhart,** program manager; **Edwin Lazear,** news director; **Michael Morris,** sports director; **Dorothy Leon,** traffic manager; **Vivian Snyder,** promotional director; **Herbert Snodgrass,** studio director; **Tom Porter,** plant manager, and **O'Dale King Griffith,** assistant chief engineer.

➤ **Roger Van Duzer,** station manager, KTVK Phoenix, named general manager and **Leon M. Nowell** appointed executive vice president.

➤ **Bill Simpson,** general manager, KTXN Austin, takes on additional duties as general sales manager of KIWW San Antonio. **Bert Metcalfe named** manager of XEO Brownsville and XEOR McAllen, both Tex. All stations belong to Texas Spanish Language Network.

PEOPLE continues on page 132

Standard Super Sound Effects
Are a Must—
If you want your commercial "spots" to command attention. Special "Best sellers" – 25 of our most popular discs—available at package price.
Free catalog and "cue teasers" (spots cued to sound effects) sent on request.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
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Also send for details on the new Lawrence Welk Library Package; and Sound Effects Library; and Standard Shorty Tunes.

Station Authorizations, Applications
(As Compiled by B•T)
May 2 through May 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through May 8

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,007	238	363	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through May 8

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	386	88	474[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	324	675[3]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,084	337	845	578	1,423[5]
Noncomm. Educ.	66		37	28	65[4]
Total	1,149	337	883	607	1,490[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

ACTIONS

Lock Haven, Pa.—Lock Haven Bcstg. Corp., granted uhf ch. 32 (578-584 mc); ERP 20 kw vis., 10.4 kw aur.; ant. height above average terrain 594 ft., above ground 447 ft. Estimated construction cost $48,160, first year operating cost $48,000, revenue $70,000. P. O. address 13212 E. Main St., Lock Haven. Studio location Lock Haven. Trans. location Glen Rd., near Lock Haven. Geographic coordinates 41° 08′ 50″ N. Lat., 77° 29′ 16″ W. Long. Trans. and ant. RCA. Legal counsel Walter L. Davis, Washington. Consulting engineer George C. Davis, Washington. Station will operate as satellite with **WILK-TV Wilkes-Barre, Pa.** Lock Haven Bcstg. Corp. is licensee of **WBPZ Lock Haven.** Announced May 8.

Sheridan, Wyo.—Harriscope Inc. granted vhf ch. 9 (186-192 mc); ERP 3.08 kw vis. 1.54 kw aur.; ant. height above average terrain 349 ft., above ground 67 ft. Estimated construction cost $86,671, first year operating cost $83,400, revenue $94,800. P. O. address 355 North Beverly Dr., Beverly Hills, Calif. Studio location Sheridan. Trans. location Sheridan County. Geographic coordinates 44° 41′ 43″ N. Lat., 106° 54′ 12″ W. Long. Trans. Gates, ant. RCA. Legal counsel Sher, Oppenheimer and Assoc., Washington, D. C. Consulting engineer Robert M. Stillman and Assoc., Washington. Applicant owns **KTWO-TV Casper, Wyo.** Announced May 8.

APPLICATIONS

Davenport, Iowa—Malco Theatres, Inc., uhf ch. 68 (794-800 mc); ERP 23.32 kw vis., 13.98 kw aur., ant. height above average terrain 98 ft., above ground 187 ft. Estimated construction cost $124,300, first year operating cost $140,000, revenue $155,000. P. O. address Box 2853. Memphis, Tenn. Studio location Davenport. Trans. location Scott County. Geographic coordinates 41° 31′ 23″ N. Lat., 90° 34′ 32″ W. Long. Trans-ant. RCA. Legal counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer William L. Foss, Washington, D. C. Malco Theatres Inc., movie theatre interests and former owner **WEHT (TV) Henderson, Ky.**, and **WEOA (TV) Evansville, Ind.**, will be sole owner. Announced May 8.

Lafayette, La.—Lafayette Telecasters vhf ch. 3 (60-66 mc); ERP .94 kw visual, .47 kw aural; antenna height above average terrain 131 ft., above ground 165 ft. Estimated construction cost $72,486, first year operating cost $105,000, revenue $110,000. P. O. address 235 Quadro Vecchio Dr., Pacific Palisades, Calif. Studio location Lafayette.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
FULLTIME INDEPENDENT	MAJOR MARKET	EXCLUSIVE INDEPENDENT	WEST TEXAS INDEPENDENT	INDEPENDENT FULLTIME
$85,000	$350,000	$90,000	$150,000	$270,000
Single station market within commute distance of New York. Terms available.	Network station in 500,000 market. Valuable real estate and earnings. $100,000 down.	County of 45,000. 1 kw daytime operation with great potential. Terms.	Fifty thousand down with five years on balance. Good for owner-operator.	Fast growth market. Number one station in audience and profits. Terms.
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Transmitter location Lafayette County. Geographic coordinates 30° 13' 43" N. Lat., 92° 00' 57" W. Long. Trans. Gates, ant. Prodelin. Legal counsel Julian P. Freret, Washington, D. C. Consulting engineer Dawkins Espy, Los Angeles, Calif. Equal partners are **Thomas B. Friedman**, consulting engineer, and **Dawkins Espy**, 25% **KAIR Tucson, Ariz.** Announced May 6.

Oklahoma City, Okla.—Malco Theatres Inc. uhf ch. 19 (500-506 mc); ERP 22.85 kw vis., 13.7 kw aural; ant. height above average terrain 359 ft., above ground 392 ft. Estimated construction cost $135,647, first year operating cost $140,000, revenue $155,000. P. O. address Box 2853, Memphis, Tenn. Studio location Oklahoma City. Trans. location Oklahoma County. Geographic coordinates 35° 28' 21" N. Lat., 97° 30' 53" W. Long. Trans.-ant. RCA. Legal counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer William L Foss, Washington, D. C. Malco Theatres Inc., movie theatre interests and former owner **WEHT (TV) Henderson, Ky.**, and **WEOA (TV) Evansville, Ind.**, will be sole owner. Announced May 7.

Utica, N. Y.—Malco Theatres Inc. uhf ch. 54 (710-716 mc); ERP 25.7 kw vis., 15.4 kw aural; ant. height above average terrain –167 ft., above ground 223 ft. Estimated construction cost $111,-597, first year operating cost $140,000, revenue $155,000. P. O. address Box 2853, Memphis, Tenn. Studio location Utica, Trans. location Oneida County. Geographic coordinates 43° 06' 06" N. Lat., 75° 13' 42" W. Long. Trans.-ant. RCA. Legal counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer William L. Foss Inc., Washington, D. C. Malco Theatres Inc., theatre interests and former owner **WEHT (TV) Henderson, Ky.**, and **WEOA (TV) Evansville, Ind.**, will be sole owner. Announced May 8.

Existing Tv Stations . . .

ACTIONS

Call Letters Assigned

KOLD-TV Tucson, Ariz.—Old Pueblo Bcstg. Co., ch. 13. Changed from KOPO-TV.

WPKN (TV) Pekin, Ill.—Mid Illinois Television Co., ch. 69.

WHDH-TV Boston, Mass.—WHDH Inc., ch. 5.

WTLM (TV) Laurel, Miss.—Laurel Television Co. ch. 7.

KMOX-TV St. Louis, Mo.—Columbia Bcstg. System, ch. 11.

KPTV (TV) Portland, Ore.—Oregon Television Inc., ch. 12. Changed from KLOR (TV).

KELP-TV El Paso, Tex.—KELP Television Corp., ch. 13. Changed from KILT (TV).

APPLICATIONS

KOOS-TV Coos Bay, Ore.—Seeks mod. of cp change frequency from ch. 16 (482-488 mc) to ch. 11 (198-204 mc), ERP from 20.9 kw vis., 11.7 kw aur. to 11.8 kw vis., 5.92 kw aur. and ant. height from 840 ft. to 729 ft. Announced May 8.

KMBT (TV) Beaumont, Tex.—Seeks mod. of cp to change frequency from ch. 31 (572-578 mc) to ch. 12 (204-210 mc), ERP from 224 kw vis., 117 kw aur. to 316 kw vis., 158 kw aur., change trans. location to State Hwy. 87, Sabine Pass, Tex. and ant. height above average terrain to 961 ft. Announced May 8.

New Am Stations . . .

APPLICATIONS

Phoenix, Ariz.—Ray Winkler, 1580 kc, 1 kw D. P. O. address Radio Station KZIP Amarillo, Tex. Estimated construction cost $12,510, first year operating cost $65,000, revenue $75,000. Mr. Winkler, 50% **KZIP Amarillo**, will be sole owner. Announced May 6.

Tucson, Ariz.—Pan American Radio Corp., 1600 kc, 1 kw D. P. O. address 187 N. Church, Tucson. Estimated construction cost $29,147, first year operating cost $38,000, revenue $42,000. **Ralph Estrada** (31.53%) insurance interests, **Robert Elias** (31.53%), surgical supplies, **Alfred Marquez** (31.53%), attorney, and **J. Carlos McCormick** (5.41%), public relations and former announcer **KEVT Tucson**, will be owners. Announced May 3.

Hot Springs, S. D.—Fall River Bcstg. Corp. 580 kc, 1 kw D. P. O. address Hot Springs. Estimated construction cost $20,136, first year operating cost $30,000, revenue $40,000. Equal partners are **Russell M. Stewart**, 33⅓% **KNEB Scottsbluff, Neb.**, 22 2/9% **KOLR Sterling, Colo.** and 50% **KVHC O'Neill, Neb.**, and **Frederick M. Walgren**, engineer KNEB. Announced May 7.

Berkley Springs, W. Va.—Berkley Springs Radio Station Corp., 1010 kc, 250 w D. P. O. address Berkley Springs. Estimated construction cost $10,227, first year operating cost $29,700, revenue $36,000. **Thomas B. Butscher, Kenneth E. Robertson** and **Gary L. Daniels**, employes of **WKYR Keyser, W. Va.**, will own 14.3% each. The remainder of stock owned by 63 people. Announced May. 6.

Existing Am Stations . . .

ACTIONS

Call Letters Assigned

KOLD Tucson, Ariz.—Old Pueblo Bcstg. Co., 1450 kc. Changed from KOPO.

KOFA Yuma, Ariz.—Bcstrs. Inc., 1240 kc. Changed from KOLD.

KTEE Carmel, Calif.—Seaside Electronic Assoc., 1410 kc.

KFIV Modesto, Calif.—Radio Modesto Inc., 1360 kc. Changed from KMOD.

WFKB Key West, Fla.—Florida Keys Bcstg. Corp., 1500 kc.

WBIL Leesburg, Fla.—Clyde T. Hodgson, 1410 kc.

WMDF Mount Dora, Fla.—George R. Smith, 1580 kc.

WAST Ashburn, Ga.—Thomas D. Pickard, 1570 kc.

KUPI Idaho Falls, Idaho—J. Ronald Bayton, 980 kc.

WQUB Galesburg, Ill.—Knox County Bcstg. Corp., 1590 kc.

WMMS Bath, Me.—Winslow T. Porter, 730 kc.

WWBD Bamberg, S. C.—Bamberg County Bcstg. Corp., 790 kc.

KWIV Douglas, Wyo.—Douglas Bcstg. Inc., 1050 kc.

Ownership Changes . . .

ACTIONS

WBRC-AM-FM-TV Birmingham, Ala.—Granted assignment of license from **Storer Bcstg. Co.** to **WBRC Inc.** for $6,350,000. **Radio Cincinnati Inc.**, licensee of **WKRC-AM-TV Cincinnati, Ohio**, will be owner. **Cincinnati Star-Times** (80%) and **Hulbert Taft** (20%) own Radio Cincinnati. Announced May 8.

KONG Visalia, Calif.—Granted assignment of license from **The Voice of Fresno** to **Air Waves Inc.**, for $35,000. **Harry E. Layman**, real estate interests, will be sole owner. Announced May 8.

WFBF Fernandina Beach, Fla.—Granted assignment of license from **Fernandina Beach Bcstrs.** to **Murray Bcstg. Co.** for $64,700. **Edward G. Murray**, former film buyer **WRCV-TV Philadelphia, Pa.**, will be 97% owner. Announced May 8.

WDBO-AM-FM-TV Orlando, Fla.—Granted assignment of license from **Orlando Bcstg. Co.** to **Cherry Bcstg Co.** for $3,000,000. **William S. Cherry Jr.**, 44.9% owner **WPRO-AM-FM-TV Providence, R. I.**, will be 85% owner. Announced May 8.

WJCM Sebring, Fla.—Granted assignment of license from **Clearfield Bcstrs. Inc.** to **Progressive Publishing Co.** Corporate change. No change of control. Announced May 3.

KVNI Coeur d'Alene, Idaho—Granted assignment of license from **Alan H. Pollock** to **Northern Idaho Bcstg. Co.** for $65,000. Herbert C. Rice, vice pres. **Mutual Bcstg. System**, will be 99% owner. Announced May 8.

WAFB-AM-FM Baton Rouge, La.—Granted assignment of license from **Modern Bcstg Co.** to **Merchant Bcstrs. Inc.** for $175,000. Owners will be **Ralph L. Burge** (13.33%), **Louis S. Prejean** (13.33%) and 15 others. Announced May 8.

WEIM Fitchburg, Mass.—Granted assignment of license from **WEIM Fitchburg Inc.** to **Newcomb Bcstg. Corp.** for $94,000. **Arthur Newcomb**, owner of **WOTW-AM-FM Nashua, N. H.**, will be sole owner. Announced May 8.

WNCC Barnesboro, Pa.—Granted negative control of licensee corporation by **Richard Todhunter Jr.** for $10,000. Mr. Todhunter will own 50% through purchase of stock from **Ralph Greenwood**, present 25% owner. Announced May 3.

WNRI Woonsocket, R. I.—Granted assignment of license from **John F. Doris**, receiver, to **Friendly Bcstg. Inc.** Court ordered receivership dissolved. Announced May 8.

KSET El Paso, Tex.—Granted positive control of licensee corporation by **Fred Hervey** through purchase of stock (897 shares) from **Stanton E. White** for $19,333. Announced May 3.

KQTY Everett, Wash.—Granted assignment of cp from **Snohomish County Bcstg. Co.** to **Walter N. Nelskog, Paul Crain** and **Archie Baker**. Mr. Nelskog (49%), 50% owner **KUTI Yakima, Wash.** and **KYNG Coos Bay, Ore.**, and 16⅔% **KORD Pasco, Wash.**, Mr. Crain (33%), gen. mgr. KUTI, and Mr. Baker (18%), attorney, will d/b as **Snohomish County Bcstg. Co.** Announced May 8.

KHIT Walla Walla, Wash.—Granted assignment of license from **Dale Issenhuth, Arch LeRoux** and **La Salle LeRoux** to **Leader Bcstg. Inc.** Corporate change. No change of control. Announced May 3.

KBYR Anchorage, Alaska—Granted positive control of permittee corporation through purchase of stock from **Urgel G.** and **Virginia M. Bell** to **J. Chester** and **Josephine Gordon**. Real estate owned by the Gordons will be exchanged for the stock. Announced April 30.

APPLICATIONS

WRMF Titusville, Fla.—Seeks assignment of license from **Melbourne on the Air Inc.** to **Richard M. Fairbanks.** Corporate change. No change of control. Announced May 3.

Hearing Cases . . .

INITIAL DECISION

WKLM Wilmington, N. C.— Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of **East Coast Radio Co.** to change frequency from 790 kc, 500 kw D to 980 kc, 5 kw D. Announced May 7.

FINAL DECISIONS

The FCC (1) granted petition of **Radio Pine Bluff, Pine Bluff, Ark.**, (2) dismissed with prejudice application of **Sepia Broadcasting Co.** for new am station to operate on 1590 kc, 1 kw, D, in **Little Rock, Ark.**, and (3) granted Radio Pine Bluff application for same facilities in Pine Bluff.

PETITIONS

O'Neill Bcstg. Co., Bakersfield, Calif.—Petition requesting amendment of sec. 3.606 so as to add ch. 17 to Bakersfield in the event favorable action is taken upon the petition for deletion of ch. 10 now pending before the Commission.

Four Corners Bcstg. Co., Farmington, N. M.—Petition requesting amendment of sec. 3.606 to amend the table of assignments to permit ch. 12 to be assigned to Farmington.

KTNT-TV Tacoma, Wash.—Petition requesting amendment of sec. 3.606 by the issuance of a proposed rule making or, in alternative, to issue a notice of further proposed rule making to allocate vhf ch. 2 to Portland, Ore.

The FCC granted petition by **Northwest Broadcasters, Inc., Bellevue, Wash.**, insofar as it requested enlargement of issues to determine financial qualifications of **Rev. Haldane James Duff** in proceeding on their competing applications for new am stations.

Other Actions . . .

The FCC amended Sec. 1.367(d) of its procedural rules concerning the disposition of broadcast applications in hearing status to also provide for retention in hearing status applications which have been amended solely to change the original parties. This amendment, effective May 9, in no way affects the substance of the rules adopted April 24 which retain all broadcast applications in hearing status once they have been designated for hearing, including those cases where parties to a comparative hearing have resolved the competitive hearing issues by means of an option, merger or similar arrangement, unless they are amended in such other manner to render the issues in the proceeding academic. Comr. Bartley absent.

The FCC on protest by **WIP-AM-FM Philadel-**

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phia, Pa., postponed the effective date of March 13 grant to WPFH Bcstg. Co. to change trans. location of **WPFH (TV) Wilmington, Del.**, from five miles northeast of city to a point 26 miles eastward and nearer Philadelphia and increase ant. height from 623 to 900 ft., pending evidentiary hearing; made protestant party to proceeding.

The FCC made effective immediately an initial decision and granted application of **Blackstone Broadcasting Co.** to increase daytime power of station **KTTB Tyler, Tex.**, from 500 w to 1 kw, with DA-N, continuing operation on 600 kc with 1 kw N.

The FCC accepted motion filed late by **Times-Picayune Publishing Co.** and corrected in various respects the transcript of oral argument in the **New Orleans, La.**, ch. 4 comparative proceeding. Final decision in this proceeding was issued July 13, 1956.

KOB-AM-TV Albuquerque, N. M.—The FCC (1) amended March 13 grant of transfer of control of **Albuquerque Broadcasting Co.** from **Time Inc.**, and **Wayne Coy** to **KSTP Inc.** by attaching conditions that grant is subject to (a) any action the Commission may legally be required to take to carry out the mandates and directives of the Court of Appeals, and (b) that transferee will cause Albuquerque Bcstg. Co. to carry out the commitments heretofore made by it with a view toward complying with Court's Sept. 27, 1956 Order, provided, that transferee may, in the alternative, cause Albuquerque Bcstg. Co. to cease all nighttime operation on 770 kc as provided in Commission's Nov. 26, 1956, order; and (2) dismissed protest and petition by **American Bcstg.-Paramount Theatres, Inc.** Commissioner Bartley dissented as to conditions. Action May 8.

PROPOSE CHANGES IN TV RECEIVER RADIATION RULES

The Commission invites comments by June 5 to proposed rule making, based on a petition by the Radio-Electronic-Television Manufacturers Association, to amend Subpart C of Part 15 of the rules governing incidental and restricted radiation devices. Subpart C contains radiation interference limits that apply to all radio receivers which tune in the range 30 to 890 mc, including fm and tv broadcast receivers. Two changes are proposed.

One proposal is that the radiation limit of above 260 mc for uhf television receivers be increased from 500 to 1000 microvolts per meter for one year from Dec. 31, 1957, the presently scheduled effective date for 500 uv/m limitation. Industry indicates that the latter limit cannot be met at the present time.

The second proposal is to increase the power line interference limit from 100 microvolts, the present requirement, to 1000 microvolts in the frequency range 10 mc to 25 mc.

Routine Roundup . . .

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of May 3

WANE-TV Fort Wayne, Ind.—Granted mod. of cp to change ERP to vis. 200 kw DA. aur. 10 kw DA, change studio and trans. locations, make minor changes in ant. system and equipment and waive Sections 3.610 and 3.698 of the Commission's rules; ant. height 830 ft.

The following stations were granted authority to operate trans. by remote control: **KVI Seattle, Wash.; KWOS Jefferson City, Mo.; KATY San Luis Obispo, Calif.; WISL Shamokin, Pa.**

Actions of May 2

The following were granted extensions of completion dates as shown: **WHYN-TV Springfield, Mass.**, to 11-3; **WSBA-TV York, Pa.**, to 11-22; **KPLC-TV Lake Charles, La.**, to 11-14; **KWRB-TV Riverton Wyo.**, to 9-1; **KPAR-TV Sweetwater, Tex.**, to 8-21; **WITN (TV) Washington, N. C.**, to 9-26; **WLBR-TV Lebanon, Pa.**, to 8-2.

Actions of May 1

KCHS Truth-or-Consequences N. M.—Granted permission to reduce operating hours May through August to 11½ hours per day (7 a.m. to 6:30 p.m.) due to economic necessity.

KLAN Renton, Wash.—Granted license covering change frequency, hours of operation, increase power and install new trans., DA-1, and change trans. location; conditions.

WWIN Baltimore, Md.—Granted cp to change ant.-trans. location.

WRDB Reedsburg, Wis.—Granted cp to make changes in ant. system, increase height.

WDOL Athens, Ga.—Granted mod. of cp to change type trans., change studio location, and operate trans. by remote control.

WMFD-TV Wilmington, N. C.—Granted mod. of cp to change ERP to vis. 100 kw, aur. 60.3 kw, change trans. location, change type trans. and ant.

The following were granted extensions of completion dates as shown: **KTLA (TV) Los Angeles, Calif.**, to 6-1; **WSPD Toledo, Ohio**, to 8-23; **KWWL Waterloo, Iowa**, to 8-2.

Actions of April 30

WCLE Cleveland, Tenn.—Granted mod. of cp to change type trans. and change studio location.

The following were granted extensions of completion dates as shown: **WTUP Tupelo, Miss.**, to 8-29, **KMOS Tyler, Tex.**, to 8-1.

The following stations were granted renewal of license:

WCAM Camden, N. J.; WDOS Oneonta, N. Y.; WEBR Buffalo, N. Y.; WEHH Elmira Heights-Horseheads, N. Y.; WHAM Rochester, N. Y.; WHBI Newark, N. J.; WHCU Ithaca, N. Y.; WHDL Olean, N. Y.; WHEC Rochester, N .Y.; WHLD Niagara Falls, N. Y.; WKIT Mineola, N. Y.; WOND Pleasantville, N. J.; WOV New York, N. Y.; WRIV Riverhead, N. Y.; WSLB Ogdensburg, N. Y.; WWHG Hornell, N. Y.; WWRL New York, N. Y.; WXRA Kenmore, N. Y.; WHCU-FM Ithaca, N. Y.; WHDL-FM Olean, N. Y.; WHFM (FM) Rochester, N. Y.; WHLD-FM Niagara Falls, N. Y.; WMBO-FM Auburn, N. Y.; WMSA-FM Massena, N. Y.; WPRB Princeton, N. J.; WAER Syracuse, N. Y.; WBGO Newark, N. J.; WITJ Ithaca, N. Y.; WNYE Brooklyn, N. Y.; WSOU South Orange, N. J.; WBET-FM Brockton, Mass.; WSBS Great Barrington, Mass.

May 3 Applications

ACCEPTED FOR FILING

Modification of Cp

WILA Danville, Va.—Seeks mod. of cp to change name of applicant to **WILA Inc.**

Following seek mod. of cp to extend completion dates: **KATT Pittsburg, Calif.; KGU Honolulu, Hawaii; WAJR Morgantown, W. Va.; WCBC-TV Anderson, Ind.; WWEZ-TV New Orleans, La.; WTAP (TV) Parkersburg, W. Va.; WFRV-TV Green Bay, Wis.; WTVS (TV) Detroit, Mich.**

License to Cover Cp

KATL Miles City, Mont.—Seeks license to cover cp which authorized new am.

WPAC Patchogue, N. Y.—Seeks license to cover cp which authorized change trans. location, increase power, install new trans. and DA-D.

WVET Rochester, N. Y.—Seeks license to cover cp which authorized increase power to 1 kw and DA-N.

KBZY Salem, Ore.—Seeks license to cover cp which authorized change ant.-trans.-studio location and remote control trans.

May 6 Applications

ACCEPTED FOR FILING

License to Cover Cp

WRAM Monmouth, Ill.—Seeks license to cover cp which authorized new am.

WEHT (TV) Henderson, Ky.—Seeks license to cover cp which authorized new tv.

KTVW (TV) Tacoma, Wash.—Seeks license to cover cp which authorized new tv and specify studio-trans. location.

May 7 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates. **KRBI St. Peter, Minn., WLWL Mansfield, Ohio.**

License to Cover Cp

WTHR Panama City Beach, Fla.—Seeks license to cover cp which authorized new am.

WRFC Athens, Ga.—Seeks license to cover cp which authorized increase power to 5 kw and install new trans.

WCLE Cleveland, Tenn.—Seeks license to cover cp which authorized new am.

WTVW (TV) Evansville, Ind.—Seeks license to cover cp which authorized new tv.

UPCOMING

May

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 15-17: Radio-Electronics-Tv Mfrs. Assn. convention, Sheraton Hotel, Chicago.

May 16-17: Nebraska Broadcasters Assn., annual conference, McCloud Hotel, York, Neb.

May 18: United Press Broadcasters of Indiana, Indianapolis.

May 19: United Press Broadcasters Assn. of Texas, Hawn Hotel, Temple.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 20-21: Eighth annual Chicago Tribune Forum on Distribution and Advertising, WGN Audience Studio, Chicago.

May 20-22: Armed Forces Communications & Electronics Assn., Sheraton Park Hotel, Washington, D. C.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 23: United Press Broadcasters Assn. of Tenn., Andrew Jackson Hotel, Nashville.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 25: United Press Broadcasters of Pennsylvania, Holiday Motel, Mechanicsburg, Pa.

May 25-26: Louisiana-Mississippi AP Broadcasters Assn., Holiday Inn Motel, Monroe, La.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.

June

June 4-6: National Community Tv Assn., Penn-Sheraton Hotel, Pittsburgh, Pa.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fountainebleau, Miami.

June 14: Maine Radio & Tv Broadcasters Assn., Poland Spring House, Poland Spring, Me.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

August

August 20-23: Western Electronic Show and Convention, San Francisco.

ALLEN KANDER
and Company
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
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FINANCIAL ADVISERS

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New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted

Management

Sales manager for California major market network station. Must be aggressive, experienced in competitive selling and be able to train sales staff. Medium sized market provides excellent opportunity for producer. Box 532G, B•T.

Go getting sales manager for California medium market network station. Ability to hire and train producing salesmen essential. Box 560G, B•T.

Sales manager. Excellent situation for right man. Salary, commission and override. Box 574G, B•T.

Sales manager who loves to sell. Five figure income. Strong independent, major market, northern Illinois. Box 575G, B•T.

Growing eastern chain needs assistant managers immediately. Prefer someone who is presently a chief announcer, program director or salesman with announcing background. All applicants must be married, must have car, must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion to manager assured eventually. Send tape, resume and photo to Box 590G, B•T.

Outstanding major market Florida station interviewing now for management position. Aggressive, creative individual needed who can show immediate sales increases, handle sales leadership and other management duties. Must be thoroughly experienced and between 30-40 years of age. Write air mail or wire resume. Interview arranged. Attractive compensation, based upon experience, ability. Box 650G, B•T.

Resort area—rich, medium market, 1000 watt station in black wants man with $12,000 investment qualified for position in management. Give details and resume. All replies confidential. Box 670G, B•T.

Commercial manager wanted immediately for new station (southeat). Top guarantee to top man. Send details and availability—excellent opportunity in excellent but competitive market. Write Box 1187, Roanoke, Virginia.

Sales

Salesman wanted for hottest music-news on east Atlantic. Needs experienced salesman who has proven he can sell music-news. Fast growing chain. Chance to advance to management. Guaranteed salary or 15% which ever is the greater. Metropolitan city. Box 573G, B•T.

Saleman-announcing ability helpful but not necessary. Good opportunity for right man. Draw against commissions. Southern New Jersey 1000 watter. Send requirements and resume. Box 621G, B•T.

If you are young, sober and would like to be commercial manager of a south Texas station send full details of experience in first letter. Good base pay and commissios on station gross. Box 647G, B•T.

Network vhf in midwest has opening for experienced radio salesman who desires tv sales. Salary plus commission. Full details to Box 649G, B•T.

Young man, experienced and dependable. Great opportunity in southwest's ideal climate. Salary and commissions. Box 653G, B•T.

Vacation with pay—live in the land of the sun and make money doing it. If your imagination creates ideas that sell, we need announcer-salesman. WABR is bright, young, fast-growing music and news operation surrounded by perfect climate, recreation and rich accounts. Send tape, resume, photo. Ray Gunckel, WABR Radio, Box 7547, Orlando, Fla.

Experienced salesman for metropolitan market. 5000 watt station. Excellent opportunity with good chance for advancement. Car required. Howard Hayes, WOKO, Albany, New York.

Experienced salesman for radio time sales in small market. Airmail resume, tape, salary expectations in Colorado Network, Box 279, Montrose, Colorado.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced girl disc jockey. Only top talent need apply. Send tape, resume and photo to Box 461G, B•T.

Combo man with first phone . . . emphasis on announcing. Addition to staff, 40 hour week. Salary commensurate with ability. Send tape which will be returned. Box 599G, B•T.

Well established Minnesota station needs salesman-announcer. Experienced in time selling not necessary but must be energetic, hard-working. Good salary plus commission. Box 552G, B•T.

Illinois kilowatt offers opening for sports, news, staff position . . . will accept radio school graduate whose either interested or qualified for sports and news . . . send resume, salary expected and tape. Box 570G, B•T.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word** *$2.00 minimum*
- **HELP WANTED 25¢ per word** *$2.00 minimum*
- **All other classifications 30¢ per word** *$4.00 minimum*
- **DISPLAY ads $15.00 per inch**

Payable in advance. Checks and money orders only

No charge for blind box number

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Excellent opportunity for experienced disc jockey . . . strong on commercials, at one of the south's leading independents. Favorable working conditions plus retirement plan. Top salary. Send tape and resume to Box 614G, B•T.

Wanted: Young man willing to learn and earn in the radio business. First class ticket preferred. Progressive station in building New Mexico city. Box 623G, B•T.

First phone combination. No maintenance. Emphasis on announcing. Music and news station. Southwest. Healthy climate. Box 654G, B•T.

DJ. Must know his records, and be able to sell on the air. Give complete resume of previous experience, salary expected, when available and enclose snapshot. Don't send tape until requested. All replies confidential. Box 677G, B•T.

Progressive southeastern ABC affiliate needs combination announcer-1st class engineer. Emphasis on maintenance. Friendly small town, good staff, good job, salary open. Send full details and references. Box 682G, B•T.

Virginia station needs combo man with 1st class ticket. Experience unimportant. Box 690G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

$160 a week for DJ—with bright, cheery voice. Fast-moving glib delivery. Rhyming intros, "hip" phrases. Not a rock 'n roller. Wanted by showmanship midwest indie. Box 692G, B•T.

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-AM-TV, Kalispell, Montana.

Top pay for top announcer with first class ticket for top Pulse rated station. Send tape and letter to Bob Rohrs, General Manager, KJAY, Topeka, Kansas.

Experienced announcer and newsman. McLendon stations, all in Texas. Send tapes, Bill Morgan, General Manager, KLIF, Dallas, Texas.

Wanted immediately, combo man with FCC first class license. Contact Radio KNGS, P.O. Box 620, Hanford, California. All replies confidential.

Announcer with first phone emphasis on announcing. Opening May first. Send tape, photo and resume to KSID Radio, Box ECF, Sidney, Nebraska.

50 kw CBS station offers good pay, good hours for staff work to mature sounding, experienced announcer. Send tape, photo and background to Frank Page, KWKH, Shreveport, Louisiana.

Southern style: Need announcer-engineer to enjoy living in year-round recreation land in heart of beautiful central Florida. Fishing, golf, swimming on your time—good pay on ours. First class ticket required. Maintenance experience unnecessary. If you'd enjoy congenial co-workers at sharp, fast-growing news and music station, send tape, resume, photo. Ray Gunckel, WABR Radio, Box 7547 Orlando, Florida.

Tampa's leading radio station needs a top personality DJ. Up-tempo, enthusiastic, sincere! Must be production-conscious—not afraid of work with a future, with Tampa's most influential radio station—Radio Tampa—WALT. Send audition, background and photo to WALT, Tampa, Florida.

Superior announcer wanted, for good pay, tapes only to Jim Waldrop, Station WARF, Jasper, Alabama.

Staff announcer. We need another man with a few years experience. Pleasant living conditions, congenial staff. Must read news with authority, operate board. Salary open. Contact G. P. Richards, WCEM, Cambridge, Maryland.

Two first phone announcers, with emphasis on announcing. Contact Hal Vester, WCOG, Greensboro, North Carolina.

Top DJ's—position now available with music station. Send tape, photo and resume to WDVH, Gainesville, Florida.

Wanted: Announcer, sports interests holding first class license permanent position with benefits. $400 monthly. Send tape and full particulars, WEED, Rocky Mount, North Carolina.

Talent and experience necessary for upcoming morning tricky at WICY, Malone, N.Y. Top pay.

Experienced combination announcer-salesman. Salary, commission, car allowance. WLDB, Atlantic City, N. J.

Experienced announcer interested in stable position and strong radio organization. Good starting salary. Send tape and resume. WRFD, Worthington, Ohio.

NO MATTER HOW **you look at it, a classified ad on this page is your best bet in getting top-flight personnel**

RADIO

Help Wanted—(Cont'd)

Announcers

Radio-tv opportunity—leading radio station with combined tv operation has immediate opening for top-flight radio announcer. Must be thoroughly experienced and versatile. Opportunity some tv. Send background, past and expected earnings, tape and snapshot. WSAV, Savannah, Georgia.

Wisconsin kilowatt seeks good announcer with first class license. Also interested in fulltime editor to gather, edit and air news. Send complete details and audition. Robert Bodden, Manager, WSWW, Platteville, Wisconsin.

WTAC, Flint's (Michigan's second market) number one rated station, wants a fast paced DJ immediately—do news and hard sell commercials. Send full resume and tape. (Tape returned promptly.) Attention: Dick Kline, WTAC, The Big Station Inc., P. O. Box 939, Flint, Michigan.

Opening for combo-first phone. Soon 5000 watts. Contact immediately. General Manager, WWHG, Hornell, New York.

AVAILABLE NOW

S. John Schile

Until last week general manager KLOR, Channel 12, Portland, Oregon. Responsible for launching station and building it into top-flight property. Prior experience: 7 years exec. V. P. Rocky Mt. Broadcasting. 4 years Sales Manager Pacific Northwest Broadcasters. 10 years Advertising Manager chain of Department stores. (See B•T "resume page 20, June 4, 1956 issue . . . Respects To") 46 years old, married, 5 children.

Qualified to: Manage TV station, direct public relations, in any field, handle tough agency assignment or do your important selling.

Salary requirements: $25,000 fulltime. Slightly higher for a quick "brainpicking".

To save time, first call . . . **Norm Knight, George Hollingbery, Carl Haverlin, Lee Jahncke, Harry Bannister, Howard Lane** . . . or someone you know, who should know. Then call or write me. 110 SE 41st, Portland, Oregon.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced radio announcer, first phone preferred but not necessary. Airmail resume, tape, salary expectations to Colorado Network, Box 279, Montrose, Colo.

Technical

Chief engineer for Pennsylvania station. Prefer man with car who desires to locate permanently in growing chain. Opportunity to supervise new construction in near future. Good salary, regular raises, paid vacations, travel expenses. Apply in writing, enclose references and photo to Box 588G, B•T.

Two first class engineers, no announcing. Excellent working conditions. Salary commensurate with experience. Permanent positions. Immediate opening. Central Pennsylvania. Box 626G, B•T.

Need first class engineer for transmitter duty. Box 631G, B•T.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

Transmitter engineer to work at fifty kilowatt transmitter station near Albany, New York. Write WPTR, Box 142-A, West Albany, New York, or telephone UNion 9-5521.

Established broadcast station affords exceptional opportunity experienced first phone engineer-announcer who can assume duties of chief. Responsible for maintenance, repair, and announcing shift. Salary above average for right man. Send resume to R. E. Hunt, General Manager, WPTW, Piqua, Ohio.

Wanted chief engineer for WTAM in Decatur, Georgia, going to 5000 watts directional.

Excellent opportunity for engineer-announcer. 1 kw daytimer. Good pay and working conditions, 40 hours. Contact WTUX Wilmington, Delaware.

Programming-Production, Others

Newsman for aggressive Pennsylvania independent. Our man has moved up to 50 kw. Experienced writing and airing local news. Must be a self-starter. $75 to start; $85 after man proves himself. Box 522G, B•T.

Program director-office manager. White man, 23-33, experienced copy-traffic production. Negro programmed stations—choice of 2 southern cities. Excellent opportunity for advancement. Send resume, photo. Box 538G, B•T.

Midwest network station desires top-notch announcer with first class ticket. Opportunity to work in tv. Send full details to Box 619G, B•T.

Aggressive experienced, morning newsman for Ohio 5000 watt independent, writing and editing ability necessary. WHHH, Warren, Ohio.

Newscaster—immediate opening to take over radio news department. Must have solid background plus voice and ability. Send tape, audition and biographical background to Bill Frosch, WISH, Indianapolis, Indiana.

Radio continuity writer. Capable woman with some experience writing radio copy. Address Program Director, WOC-Radio, Davenport, Iowa. Include copy samples, snapshot and experience resume.

Situations Wanted

Management

Young, experienced manager, who can sell. Available August 1st. Seeking radio or tv position with financial insentive. Prefer New York or Pennsylvania. Box 528G, B•T.

Station manager of one of the nation's top music-news-sports independents in major metro market looking for new challenge. Six years experience in administration, sales and program management, backed by ten more in every phases production and talent. Interested in an opportunity commensurate with experience and proven ability to produce. Excellent professional, community and personal references. Principals only, please. Box 581G, B•T.

RADIO

Situations Wanted—(Cont'd)

Management

Radio has changed! If your station hasn't, let's talk it over. Box 665G, B•T.

10 years experience all phases radio. First phone, veteran, 31, family man. Now manager of southwest local station listed for sale. Best references. Prefer radio manager, sales, or tv sales. Box 684G, B•T.

Manager-sales manager—8 years small market, experienced all departments, heavy sales and promotion—present earnings, $6,500. Box 686G, B•T.

Sales

Salesman who can double as PD or top play-by-play sportscaster. 9 years experience. Seek permanent change to established operation or CP. Prefer N.Y.-Jersey-Conn. or Miami. Family. B.F.A. tapes. References. All inquiries promptly answered. Box 628G, B•T.

National sales or management. Well qualified, radio and tv background, veteran, married. Box 676G, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 523G, B•T.

Girl-personality, DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 524G, B•T.

Available June 15—after graduation from Michigan State University. Practical announcing experience gained last summer in commercial radio. Box 527G, B•T.

Outstanding DJ looking for permanent location. Experience. Can build and hold audience with my format. If you want a good man, contact me. Box 536G, B•T.

Am-tv-MC-DJ with S.A. (active-minded, thoroughly-voiced, music conscious, diversified-jester with sell-ability). Top-rated, "discomedian." 14 years radio . . . 2 years tv . . . desire either or both. 1½ years network. Record specialist . . . expect ad-lib humor with stopability. 36 . . . married . . . tv-employed . . . major-market. Seek permanency . . . showmanship station. Excellent references. Brochure . . . tapes. Box 541G, B•T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 572G, B•T.

Four years staff-deejay. 25, married, college. Large or medium market, minimum population 75,000. Great Lakes, east, midwest, Canada. Negro. Presently staff-deejay southern border state. No racial accent. References. Box 610G, B•T.

Attention Florida and southwest. Employed family man with MA, equally strong news-DJ, seeks permanent radio position with progressive station. Major market experience. $150.00 week minimum. Box 611G, B•T.

DJ, 1st phone, beginner, no car. $80.00 minimum. Immediate openings only, single, 34. Box 613G, B•T.

Employed girl announcer—one year's experience: DJ, women's shows, interviews, newscasts, continuity, 3rd ticket (thoroughly experienced secretary) car, single. Prefer southwest. Box 622G, B•T.

Announcer-DJ—6 months experience. Draft exempt. Available immediately. Box 627G, B•T.

Experienced morning personality, spontaneous humor, good listenable music, no R&R. News, sports, sales, third phone, married. Interested in moving up. Box 637G, B•T.

DJ, three years experience, commercials with sell, good programming, family. Box 638G, B•T.

Over a year announcer-DJ with 100 kilowatt network affiliate. 24, single with a theatre arts B.A. Box 639G, B•T.

IT PAYS **to use a classified ad on this page . . . if you're looking for that "right" job.**

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer—solid man looking for solid station. Bachelor of Speech—good voice—versatile—all types commercials—also heavy tv—all phases—family. Box 640G, B•T.

Experienced morning man. Gimmicks, 3½ years at present station. Have car will travel, if necessary. Tapes available on request. Best references. Box 643G, B•T.

Announcer, first phone, no maintenance, experienced, first rate voice, employed. Box 658G B•T.

Announcer—35 years old. Recent graduate. Eager to learn. Salary unimportant. Box 660G, B•T.

Morning show—experienced two man personality program. Combine humor, patter, music with a program that sells. Money not primary objective —wish to become part of, and grow with progressive organization. Experience small, medium and large markets. Tape, pictures, and resume sent upon request. Box 661G, B•T.

Sportscaster, veteran 12 years radio—television. Excellent play-by-play, sports show, special events, news. Looking for good sports station. Top references. Minimum $150. Box 666G, B•T.

Past three years eastern 50,000 watt station—TV. Desire personality spot preferably morning. All night show here one year. Know c/w music. Flexible. Box 668G, B•T.

Announcer: Experienced play-by-play. Newsman. Top 40 deejay. Married. Advancement wanted. Box 669G, B•T.

Announcer—consider all offers—10 years staff, sports, disc jockey. Box 683G, B•T.

Deejay needs audience that prefers subtle to obvious, provocative to trite. No Storz type, this. Box 689G, B•T.

Have toothbrush . . . will travel. Young man, 20, single. Experienced in news, commercials, and DJ work. Anxious to please. Contact Fred Tamucci, 16 Grove Street, Port Chester, N. Y., WEstmore 7-3481.

Young man, 20, 1st class, would like first real opportunity in broadcast, some combo experience, prefer western U. S. Jerry Wayne, 5821 Halm Ave., Los Angeles, California.

Technical

Chief engineer, 17 years experience high-powered domestic and shortwave equipment of all types. Box 531G, B•T.

Regardless of complexity of your station(s) you have peace of mind with this engineer. All phases design thru maintenance. Available June. Box 546G, B•T.

Engineer: Tweny years in electronics field, with eight years radio and television broadcasting. Family man, age 39 desires position as chief engineer. Box 635G, B•T.

Experienced first phone engineer. Will accept responsibility. Not an announcer. Box 652G, B•T.

Experienced engineer-announcer available soon. Box 688G, B•T.

Engineer 1st class, 49, single, sober, lifetime experience, am, 250 to 50kw . . . wants transmitter operation, chief, or consultant, where maintenance initiative is needed. . . . Wallace V. Rockefeller, JU 3-2343, Wood River, Nebraska.

Engineer, 4 years experience, first phone, ham ticket. no announcing. Richard Roeder, 504 Benner Street, Highland Park, New Jersey.

Programming-Production, Others

Desire programming. Seven years agency marketing, research. Experienced all phases-announcing, continuity, traffic, merchandising, classical. 34. MS Degree. New England preferred. Box 510G, B•T.

Experienced news editor: Now heads metropolitan 5 kw vhf news department. Qualified for news director or good staff job. Nine years experience, excellent voice, college. Box 656G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced announcer, 6 years all phases music, news, sports, desires program director position. College graduate, good air man. Interested in programming for community. Married. Box 691G, B•T.

TELEVISION

Help Wanted

Management

Television sales manager. Immediate opportunity for experienced salesman with established western Pennsylvania CBS-TV affiliate. All replies confidential. Box 675G, B•T.

Sales

Tv salesman wanted: Top-rated network vhf station in medium sized midwest market. Experienced only. $500 per month draw against liberal commission. Present staff aware of this ad, address Box 520G, B•T.

National sales manager to assume responsibility for established radio and tv station. Midwest. Competitive market with excellent potential. Send info to Box 620G, B•T.

Announcers

Pre-freeze vhf in southeast accepting announcer applications. Tv experience preferred, but top-notch radio background will be considered. Send full details of previous experience, including picture and salary requirements, first letter. Box 439G, B•T.

Florida vhf seeking experienced tv announcer-director, position available immediately, send tape, brochure, picture to Program Director, WCTV Television, P. O. Box 3166 MSS, Tallahassee, Florida.

Immediate opening for announcer with commercial tv experience. Send with first letter, picture, film or tape audition to Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian Street, Indianapolis 2, Indiana.

Technical

Need tv studio and transmitter engineers, first phone, experience desirable but essential. Progressive well established company offers many opportunities and benefits. Full resume, salary desired, recent snapshot, first letter. Box 530G, B•T.

Television engineer. Immediate opening for experienced studio engineer with first phone. Contact Chief Engineer, WKNO-TV, 268 Jefferson, Memphis, Tenn.

3 engineers by June 15th. 1 year studio or transmitter maintenance experience, first phone license. Pay $5,100, with excellent vacation, retirement, sick leave and other public school employment benefits. Contact immediately, Herb Evans, WTHS-TV-FM, 1410 N.E. 2nd Ave., Miami, Florida.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Programming-Production, Others

Photographer—southwest—if you own 16 mm. camera, earn up to $10,000 a year shooting and selling "on location" commercials for our station. Box 569G, B•T.

Experienced radio or television newsman wanted by midwest television. We have equipment and experienced staff. All applications considered. Box 651G, B•T.

Film director, immediate opening for qualified man, proven administrative ability and technical knowhow. Contact J. S. Sinclair, WJAR-TV, Providence, R. I.

Tv continuity writer. Capable woman with minimum of one year's experience writing tv copy. Ability with variety of accounts and to meet well with clients necessary. Address Program Director, WOC-TV Davenport, Iowa. And include copy, samples and snapshot together with experience resume.

TELEVISION

Situations Wanted

Sales

Radio salesman-announcer with some tv air experience seeks tv sales, preferably with some air work. 20. Family. Heavy sports and news experience. Top record and references. Desire return to northeast. Box 629G, B•T.

Eleven successful years in sales, nine radio, two tv. Three years sales manager. Six years one employer. Family. Best references. Box 644G, B•T.

Announcers

Announcer, 28, sober, conscientious, dependable family man, best references, desires position television or radio-television combination. 8 years radio, 7 years same station. In television short time, but feel able to move up. Tops sports, news, interviews, commercials. Year radio programming. Prefer Texas, southwest, but will consider all replies. Box 624G, B•T.

2½ years radio-television announcing plus 8 years sports, publicity, news experience equals permanent or replacement bargain. Box 663G, B•T.

Presently employed. College degree. Radio experience. Jordan, 2819 Clybourn, Chicago.

Technical

1st phone, 10 years experience at same station in radio, presently employed, seeks relocation in Florida in television. Box 618G, B•T.

South—midsouth only: 9 years tv broadcast experience. Technical, some directing. Would like technical supervision, production manager or director. Box 630G, B•T.

1st phone, experienced 4 years television, full qualified studio, transmitter operations. Some maintenance, experience. Box 634G, B•T.

Chief engineer, twenty years experience am-fm and tv including color, both network center and smaller stations. Graduate engineer. Extensive administrative experience. Prefer east coast area. Box 667G, B•T.

Experienced tv control, 1st phone, will trade top work for top pay. References furnished on request. Box 671G, B•T.

Programming-Production, Others

Tv newscaster, nationally recognized, earning $13,000 in major market seeks news directorship of station desiring top news operation. Complete background and kinescope available. Box 496G, B•T.

Director. Experienced. Can do own switching. Any growing market. Details on request. Box 542G, B•T.

New and/or public affairs director—will consider assistant directorship. Highest references, complete background in all phases including videotape. Box 582G, B•T.

THIS RADIO STATION MUST BE SOLD AT ONCE

Exclusive in a captive market. Full-time. Midwest. Services trade area of 35,000. Studio and transmitter together on rented land.
All equipment in excellent condition.
1956 Gross $41,000.
Selling at $35,000 with $10,000 down. Balance $300 month.
Owner must sell because of illness in in Family

SUBMIT OFFER

Write or wire at once for complete data

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
Hollywood 4-7279

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Tv producer-director. Imaginative, alert. Thorough knowledge tv all phases. 3 years with present employer. Ability supersedes current situation. Want to advance. Expand with more progressive operation. References-resume upon request. Box 587G, B•T.

Newswriter-producer-director — experienced in all phases of news, newsfilm, videotape possibilities. Highest references. Box 589G, B•T.

Wanted . . . job with a future . . . by experienced copywriter familiar with production problems. College grad. Details by writing. Box 612G, B•T.

Hard-hitting news editor in large midwest city producing and writing two tv newscasts daily desires similar situation in metropolitan station with regular air work. Trebled news ratings here. Northwestern Medill graduate, veteran. Available immediately. Box 616G, B•T.

Experienced cameraman. Employed. Strong production; some directing. Desires position leading to directing. Box 617G, B•T.

Television director, 3 years (3 stations) experience. Desires relocation in metropolitan vhf. Creative, mature, single, BA, 27, available June 1st. Resume references, recommendations on request. Box 625G, B•T.

Program director, production manager, director wishes to relocate with tv station. Not interested in radio with pictures, family, college graduate. Box 636G, B•T.

Tv school grad, wants position as assistant art director or prop, am. Single. Box 642G, B•T.

June university television graduate desires small station programming or production work anywhere. Box 657G, B•T.

Director, 4 years experience. 7 years radio-tv announcing. 31, mature, B.A. degree. Permanent. Box 662G, B•T.

Experienced tv-news director-editor, announcer, interested in larger market. 33, married, employed. $125 minimum. Box 678G, B•T.

Program manager, producer, director, network experience, desires larger market, 30, married, employed, best references. Box 679G, B•T.

An ad can indicate only slightly an announcer-newsman's value. Let me send complete brochure and film audition. Eight years radio-tv. Freelance fiction and article writer, established newsman. Want staff or news, far west. Permanency. $600. Box 680G, B•T.

FOR SALE

Stations

Midwest fulltime local channel station single station market, $30,000 with $10,000 down or $26,500 cash. Box 645G, B•T.

Old established fulltime station in 100,000 market with good Neilsen. West Virginia. Grossing over $112,000 which can be increased. High profits with probable four year payout. Combo operation and valuable building. $50,000 down and approximately four year balance. Please state financial qualifications. No brokers please. Sale indirectly due to sale of another property. Box 664G, B•T.

One-fourth interest in medium Texas market am station now in the black and potential is extremely good. $15,000. Write Bob 672G, B•T.

For lease, midwest station, option to buy. $300 per month. Box 674G, B•T.

250 watter, Pacific Coast, three county market of 41 thousand, retail sales 15 million, highest west of Mississippi, grossing $45 thousand, net 18 percent after all. Price $58,000, one-third down and four hundred monthly. May Brothers, Binghamton, N. Y. No telephones. Please use our No. 9906, confirming by airmail.

FOR SALE

Stations

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

250C Gates 250 watt transmitter. Doolittle Model FD-1A frequency monitor. Gates MO 2639 modulation monitor. Gates Model 21-B antenna coupling unit. Gates MO 3294 diod rectifier remote antenna current meter. Fairchild Model F29 portable disc recorder. Box 550G, B•T.

DuMont I-O camera—with used tube—field mount model. Terms. Box 568G, B•T.

Presto 28N console recorder with Fairchild cutter and Presto 88A Amplifier. Box 633G, B•T.

2-Ampex model 600 tape recorders and 1 Ampex model 620 speaker amplifier, $825 for the set . . . prices for individual pieces on request. 2-RCA 44BX microphones in like new condition. $100 each or both for $175. Box 685G, B•T.

For sale—reasonable—Collins 21C 5 kilowatt complete am transmitter, now in operation. Available after April 30. Wire or phone KANS, HObart 4-2387, Wichita, Kansas.

Vidicon camera for sale, RCA "tv eye" camera, type HC-1' with control box and all tubes in good working condition. Cost $1,100; will sell for $500. Keegan Technical Institute, P. O. Box 5, Memphis, Tennessee.

Illinois location. 1 GE iconoscope film camera complete with iconoscope type PC2D, model 4PC2D1. One blanking and shade generator, one camera sweep generator, one channel amplifier, one high voltage power supply, one Bias supply. All for $4,000 F.O.B. location. Our No. 9923. May Brothers, Binghamton, New York.

18 new and used guyed towers ranging from 200 to 350 feet. New towers manufactured by River View Welding and Mfg. Co. Complete with lighting and installation if preferred. All towers are galvanized and made of steel tubing to withstand 100 mile per hour wind velocity. Made on 14-inch centers. Will sell at very low price, on terms or lease. Phone 8610, Austell, Georgia.

RCA 1G transmitter—first rate operating condition; also Truscon 235 feet self-supporting tower. W. N. Cook, 1433 Vreeland Road, Trenton, Michigan. Phone ORleans 6-2484.

WANTED TO BUY

Stations

Private sales and independent appraisals. Serving the Southwest and Intermountain regions. Ralph Erwin. Licensed Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

Need light used antenna about 160 feet. Reasonably priced. Box 553G, B•T.

250 to 3kw fm transmitter, Collins ring antenna, 200 ft. coax, 150 feet self-supporting tower with lighting equipment, Frequency and modulation monitor, program limiter, studio consolette. State description, condition and best price. Box 615G, B•T.

WANTED TO BUY

Equipment

Fm transmitter: 3 or 10kw with monitoring equipment, coax, etc. Box 646G, B•T.

FM transmitter, 250 watt or one kilowatt, frequency and modulation monitors. State condition, age, price. Box 648G, B•T.

Wanted: 2 Gates CB-11, 3 speed turntable chassis. Must be A-1 and cheap/WLMJ, Jackson, Ohio.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Sales

RADIO SALES

Opportunity with an unlimited future for an aggressive local radio salesman. 50,000 watt major market network affiliate in southeast is looking for a true radio enthusiast who is mature and experienced with a proven sales record. Will pay salary plus commission commensurate with ability. Send photo and complete resume to

Box 585G, B•T

Announcers

ANNOUNCER

Central New York State Network Radio-TV Station has Opening for Experienced Staff Man. Top Pay, Excellent Working Conditions, Rapid Advancement. Send Full Details and Pix First Letter.

Write Box 659G, B•T

THE FASTEST WAY **to buy or sell stations, or equipment, is a classified ad on this page.**

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED: Good Announcer for leading station in America's greatest resort areas: Good fishing, hunting, golf and all outdoors activities. Copy experience desirable. Contact KBHS, 113 Third Street, Hot Springs, Arkansas.

$10,000 SALARY

Wanted: For a daily four-hour feature, a DJ with a record—of consistently top-rate shows. This super salesman-personality will earn $10,000 a year with one of the country's foremost stations in a major Eastern Market. Write full background, send tape of your present feature to:

Box 681G, B•T

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Veteran, 27, family man, college grad desires to relocate as TV-Radio Sportscaster. Presently with basic TV station. Experienced in News, Sports, Promotion and Sales.

Box 632G, B•T

FOR SALE

Equipment

FOR SALE

Used Collins 20V, current Model 1 KW Transmitter, excellent condition. Trade-in on BC-5P, 5 KW Transmitter. Available for immediate shipment. Complete with one set of tubes and crystal, tuned to your frequency, $2,995.00. Wire or phone Robert W. Kuhl, Gates Radio Company, Quincy, Illinois. Phone BAldwin 2-8202.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. N.W.
Washington, D. C.—RE 7-0343

NATIONWIDE PLACEMENT SERVICE

Radio-TV Personnel

Scientific selection and placement; better results for your station or your career.

P. O. Box 8585 Jacksonville, Fla.

BROADCASTING
TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE
- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Planning a Radio Station?

RCA PROGRESS PURCHASE PLAN

Flexible Financing for Broadcasters

Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

★ ONLY
KWKW
REACHES AND SELLS THE 573,000 SPANISH PEOPLE WHO LIVE IN GREATER LOS ANGELES

★ THIS SINGLE GROUP SPENDS MORE THAN $1,300,000 PER DAY

★ FOR THE LOWEST COST— GREATEST EFFECTIVENESS . . TELL 'EM & SELL 'EM IN SPANISH!

KWKW
PASADENA · LOS ANGELES

L. A.—RYan 1-6744
S. F.—Broadcast Time Sales
Eastern Rep.—National Time Sales

PEOPLE

Continues from page 122

Al Vunovich, salesman, KCKN Kansas City, Kan., named sales manager.

Edward T. Hunt, account executive, WTIX New Orleans, to WDGY Minneapolis, as sales manager.

Don R. Gillies, director of merchandising department, WCCO-TV Minneapolis, named national sales manager. He is succeeded by **Robert R. Hansen,** his former assistant. **Arthur C. Arnold,** assitant store manager, National Tea Co., becomes Mr. Hansen's assistant.

Irving N. Prell, sales staff, KXLY - AM - TV Spokane, named sales manager of associate station KILT-TV El Paso, Tex.

Robert B. Wehrman, transmitter supervisor, WLWD Dayton, Ohio, named chief engineer.

Roland C. Hale, chief engineer, WCOP Boston, to Concert Network Inc. (WTMH [FM] Providence, WFMQ [FM] Hartford and WFMX [FM] New York), Boston, as chief engineer.

John Babcock, assistant general program manager, Crosley Broadcasting Corp., appointed assistant general manager of Crosley's WLWI (TV) Indianapolis.

James K. Whitaker, general manager, WQOK Greenville, S. C., to WIS Columbia, S. C., as director of sales.

Vin Gruper, formerly of WTTM Trenton, appointed director of continuity, WPAT Paterson, N. J.

Ken Devaney, news editor, KMJ Fresno, to KBIF, same city, as news and special events director.

Sherm Washburn, newscaster, KLOR-TV Portland, to KOIN-TV as special events director.

Chuck Bennett, newsman, KDAY Hollywood, named program director. **Ray Edinger,** freelance fiction writer, joins KDAY as continuity director.

Ida Rowland, formerly promotion department of KWK-TV St. Louis, to KTVI (TV), same city, as assistant to promotion manager.

E. Paul Abert, operations manager, WPRO-TV Providence, R. I., to WTIC-TV Hartford, Conn., as assistant production manager.

William DuBois, member of sales-advertising staff of Sears, Roebuck & Co., to local sales staff of WNDU South Bend, Ind., as account executive. He succeeds **Frank Crosiar,** resigned to become commercial manager of WMRI Marion, Ind.

'ART FOR RADIO'

BROADCASTER John W. Kluge was presented the painting which took first prize in the "Art for Radio" competition sponsored by Radio Advertising Bureau last fall. The art work was a gift of the chief executives of four of the broadcast stations in the Kluge group of which Mr. Kluge is chairman. Participating in the presentation ceremonies were station managers of the following Kluge stations: WILY Pittsburgh, Ernie Tannen; KXLW St. Louis, William H. Jefferay; KNOK Fort Worth-Dallas, Stuart Hepburn; WKDA Nashville, Harvey L. Glascock.

Richard Marsh, assistant director, KNXT (TV) Hollywood-CBS Television Pacific Network, to supervisor in operations department. **Joe Yoklavich** and **Richard Ashby,** stage managers, to assistant directors.

Palmer Payne, formerly program director and news reporter, WFEA Manchester, N. H., to WGIR, same city, as news editor.

David Truskoff to WCCC Hartford, Conn., sales staff.

Al Hazelwood, announcer - sportscaster, KWTV (TV) Oklahoma City, moved to station's local sales staff.

Jay Jason to KUTE-FM Glendale, Calif., to host early morning show, *The Night Holds Music.*

Irv Smith, disc jockey, WHB Kansas City, to WCAU Philadelphia as disc jockey.

Barbara Burke to WCKR Miami, Fla., for 2½-hour nightly show, *Your Mystery Girl.*

Cal O'Brien, columnist for *Sportsman's Reporter* and *Boston Post,* to WEEI Boston for nightly *Outdoor Sports* show.

Herbert E. Evans, vice president-general manager of People's Broadcasting Corp. (WRFD Worthington and WGAR Cleveland, both Ohio), named Ohio state campaign chairman for United Services Organizations Inc., N. Y.

Lee Fondren, sales manager, KLZ Denver, named first lieutenant governor of ninth district, Advertising Federation of America.

Ray Taylor, Los Angeles representative of KSFO San Francisco, married Greta Gadwood April 28.

WHY LOOK FURTHER? "GUESS THE LUCKY SECRET WORD" Program is great. *Brochure on Request*
THE HOLLINGSWORTH CO. ENTERPRISES, INC.
514 Hempstead Ave., West Hempstead, N. Y.

John Wrisley, WIS Columbia, S. C., father of boy, David John.

Bob Laumann, production department of KTTV Los Angeles, father of girl, Karen Elizabeth, April 18.

REPRESENTATIVES

Austin Smithers, formerly radio sales manager for Headley-Reed, to Edward Petry & Co. radio division as account executive.

Jack Kettell, recently released from service to Kettell-Carter as account executive.

Dale Stevens to Everett-McKinney, Chicago, sales staff.

PROGRAM SERVICES

William R. Vallee, director of tv operations, Benton & Bowles, to TelePrompTer Corp. as director of operations.

Theodore A. Minde, technical director of Nowland & Co. (marketing research firm) in Greenwich, Conn., to Alfred Politz Research, N. Y. **Walter J. Mann Jr.,** assistant to supervisor of marketing for Federal Pacific Electric Co., Newark, also joins Politz research staff.

EDUCATION

Virginia Renaud, 29, radio-tv director, George Washington U., public relations office, Washington, D. C., and former education director for CBS Chicago, died of heart attack, May 6.

Parker Wheatley, director of Lowell Institute Cooperative Broadcasting Council and general manager of WGBH-FM-TV Cambridge, Mass., educational, resigns effective May 20.

TRADE ASSOCIATIONS

Cecil Brown, ABC commentator, elected president of Overseas Press Club for one-year term, succeeding **Wayne Richardson** of AP.

John F. Meehan, Revue Productions, elected governor of Academy of Television Arts & Sciences, Hollywood, representing art directors. Other governors elected: **Lucien Andriot,** Hal Roach Studios, representing cinematographers; **Sheldon Leonard,** Marterto Productions, directors; **Loren L. Ryder,** Ryder Sound Services, engineers; **Wayne Tiss,** BBDO, executives; **Michael R. Mc-Adam,** Revue Productions, film editors; **Paul Weston,** Columbia Records, musicians; **Danny Thomas,** *Danny Thomas Show*, performers; **Desi Arnaz,** Desilu Productions, producers, and **Parke Levy,** *December Bride*, writers.

H. M. Dancer, chairman of board, Dancer-Fitzgerald-Sample, and **William R. Baker Jr.,** chairman of board, Benton & Bowles, elected directors for one-year terms of Brand Names Foundation Inc., N. Y.

MANUFACTURING

Paul E. Bryant, general sales manager of radio division, Hoffman Electronics Corp., L. A., named vice president in charge of sales for division.

Francis W. Crotty, assistant general counsel for patents, Zenith Radio Corp., elected vice president in charge of patents.

A. E. Abel, assistant general manager of radio division of Bendix Aviation Corp., and manager of Bendix radio's government products, named division general manager.

Kenneth B. Boothe, product manager, American Bosch Arma Corp.'s Arma division, to Kahn Research Labs. Freeport, L. I., N. Y., as director of sales.

Arnold Platt, advertising-sales promotion manager of Roto-Broil Corp. of America, to Pilot Radio Corp., L. I., N. Y., as advertising-sales manager.

J. W. Farrow, general sales manager of special products division, Stromberg-Carlson, to Ampex Audio Inc., Sunnyvale, Calif., as director of marketing.

John A. Witherell, formerly advertising and sales promotion manager at Norge Div., Borg-Warner Corp., Chicago, appointed national sales training manager at Motorola Inc. **Charles Blezer** promoted from assistant sales training manager to field sales training manager.

John A. Miguel Jr. appointed vice president in charge of export for Zenith Radio Corp. He joined company in 1949 as manager of Zenith's international division.

Robert M. Jones, director of industrial relations for Philco Corp. outside Phila. area, named director of public relations, succeeding **William Wight,** resigned.

PROFESSIONAL SERVICES

Myron (Mike) Merrick appointed vice president of Brandt Public Relations and Promotion, N. Y.

Stanley L. Goodman, formerly sales promotion manager of Decca Records, appointed director of coordinated marketing services for Harshe-Rotman Inc., national public relations firm.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

'WAY OUT IN FRONT!

ONLY WSAZ-TV COVERS THE HUNTINGTON-CHARLESTON MARKET

NIELSEN: NCS #2 1956
% PENETRATION OF COUNTIES IN COVERAGE

WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

Television's One-Book

CAN that station handle color? How big is the market? Who's in charge? Who are the top TV spot advertisers? Who'll we call for more dope? Which agencies handle P & G? What's the name of that distributor with the new First Run Movies?

For the answer to these (and several thousand other) questions some 15,000 subscribers will reach for television's One-Book Reference Library—the B•T Telecasting Yearbook, Marketbook—the one with the blue cover.

This is the annual reference book that *lives.* This is the book that gets *reached for* almost automatically whenever the men and women who are active in television need data.

This is a good place for an advertiser. See the coupon?

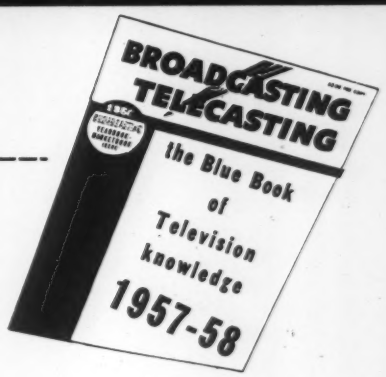
Don't forget the final deadline has been advanced to July 1.

Proof deadline June 22.

Reference Library

Partial List of Contents

- Complete tv station directory, with key personnel and complete information about facilities.
- TV spot spending by brand.
- ARF tv homes, by counties; retail sales, foodsales, drugsales, and other market data by counties.
- Film, Equipment, Station Representative, Agency Directories.
- Network personnel, rates, route map, affiliates, and 599 other reference classifications.



To reserve space, use the coupon below—

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1735 DeSales St., N. W.
Washington 6, D. C.

Please reserve the space checked for the B•T Telecasting Yearbook & Marketbook.
Proof Deadline June 22

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ADDRESS .....

CITY ..... STATE .....

PER .....

(Current contract advertisers earn regular rates)

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2/3	375	350	315	290	270
1/2	295	280	250	230	205
1/3	205	195	175	160	135
1/6	115	105	95	90	80

Screen: 100-line. Bleed size 9⅛" x 12¼".
Color: $120. per AAAA color.

- ☐ Double page
- ☐ Page
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- ☐ One-Third
- ☐ One-Sixth

*STATE SECTION: Minimum space ½ page, 8½" x 5½". or 4" x 11"

**Can not accommodate ⅓ page in state section.

Principals in murder trial provide eloquent argument for . . .

BROADCASTING IN THE COURTROOM

THE STRONGEST case yet made for radio and television access to court proceedings is now available for presentation.

It is a filmed record of interviews with principals in a celebrated Denver murder trial which was covered by radio and television. The interviews add up to a unanimous endorsement of radio and tv coverage.

The trial was that of John Gilbert Graham, accused of planting a time bomb which blew up an airliner Nov. 1, 1955, killing his mother and 43 other passengers. Graham was convicted and executed last Jan. 11.

After the trial the Denver Area Radio & Television Assn. made film interviews with key figures in the trial, including the judge, prosecuting and defense attorneys and the defendant's wife. All agreed that the presence of radio and television in no way interfered with justice.

The NARTB now is processing the film, which runs a half hour in its original version, into a 15-minute presentation for use on the air or presentation to local bar and civic assemblies. State broadcaster associations are expected to give the film wide exposure. NARTB's Freedom of Information Committee is coordinating the campaign.

It was the Denver Area Radio & Television Assn., formed in December 1955, that was largely responsible for the admission of broadcasting to the Graham trial. The association succeeded in persuading the Colorado Supreme Court to modify the American Bar Assn.'s Canon 35, which prohibits radio-tv in courtrooms. In a historic decision the state's supreme court gave to trial judges the discretion to admit broadcasting to trials [B•T, March 5, 1956].

Here is a slightly condensed transcript of the film prepared by Denver broadcasters. It was narrated by News Director Sheldon Peterson, and Jim Bennett of KLZ-AM-TV Denver.

Q: The report recommending that the Supreme Court modify the canon was written by Justice O. Otto Moore. After the trial, we asked him for his reaction. Justice Moore, as the referee in the hearing of the Supreme Court of Colorado on Canon 35, would you tell us your reactions to the demonstrations of courtroom photography and radio recordings as presented to the court?

SUPREME COURT JUSTICE

MOORE: Frankly, I was very much surprised that courtroom photography, radio and television cameras could operate in a courtroom and create so little—practically no distraction whatever.

Q: Now, Justice, the John Gilbert Graham trial provided the Denver area radio and television stations with their first opportunity to cover a trial following the modification of Canon 35. What was your reaction to that coverage?

MOORE: I thought the reaction to the coverage of that trial by radio, television, newsreel and photography was very exceptional. It seemed to me to be proof conclusive that the findings which I reached as the result of our hearings up here—at the conclusion of our hearings up here—were amply justified.

Q: Now, the John Gilbert Graham trial was appealed to the high court. Was the fact that the case was televised and broadcast cited as a cause for error for the trial?

MOORE: No assignment of error was based upon the claim that the rights of the defendant were prejudiced in any way by photography, radio or television coverage.

Q: Was such coverage mentioned at all in the appeal?

MOORE: No.

Q: May we ask you—do you see any educational value to the televising and broadcasting of the trial?

MOORE: Yes. I have always been of the belief that the procedures in courtrooms were, as generally understood by the public, were not accurate at all and I think that some very definite benefit is to be derived from an accurate, truthful presentation of what goes on in the courtrooms of America.

Q: Well, finally, Justice Moore, do you think that radio and television coverage of trials might conceivably serve as a deterrent to crime?

MOORE: Well, I asked all the district judges of our state their conclusion in that behalf and received a number of answers from them. Many of them thought that it would have a definite effect upon deterring crime. Personally, I think that it would cause one about to commit some sort of an offense to hesitate and pause if he were to understand and know that crime doesn't really pay and that the culprit is very, very, very more often brought to justice than are the instances in which he escapes. I think it has and would tend to have over the years a very definite influence in the realm of deterring crime.

Q: We are standing in the courtroom where the trial of John Gilbert Graham was held. With us here is Bert M. Keating, district attorney for the City and County of Denver, representing the State in the case of the people versus John Gilbert Graham. Mr. Keating, what was your reaction to the radio and television coverage of the Graham trial?

PROSECUTING ATTORNEY

KEATING: I think . . . . the best way to answer that question is by saying simply this. That I was not conscious of the cameras being in court, nor were any of the deputies that assisted in the trial, and I might further say that I have heard of no one who took part or participated in the case that even knew that the cameras were grinding during the trial.

Q: Well, now, did you actually see on television and hear on radio, the films and recorded excerpts of the trial that were used?

KEATING: I heard part of it. We were busy somewhat at nights preparing this case, but I heard part of it and I thought it was produced in fine fashion and there was no editorial comment by the persons putting on the program. I thought that was proper.

Q: Well, now, as you went about the community while this trial was in progress, did you hear the radio and television coverage of the trial discussed publicly and if so, what did the people think of it?

KEATING: Well not only did I hear it discussed publicly, but I received quite a bit of mail concerning the radio and tv coverage, and it all seemed favorable. The people seemed to think that they were entitled to this sort of coverage.

Q: Well, now, let's get again to this matter of the presence of the radio and television equipment in this courtroom. Do you think that it conceivably could have proved distracting in any way to anyone here? For example, what about the possible effect on the witnesses?

KEATING: Well, ... you say could it prove distracting? Yes, it could have—but the way it was handled I don't think it was. The box or the area (whatever you might call it) that contained the cameras . . .

Q: The booth we have in the rear?

KEATING: Yes . . . was quite a way from the witnesses and the jurors. You might recall that there wasn't a juror who objected to being photographed. I don't think it was distracting in the least.

Q: Now let me ask you, too, then. Do you think the presence of this tv and radio equipment in the courtroom had any effect on the jurors?

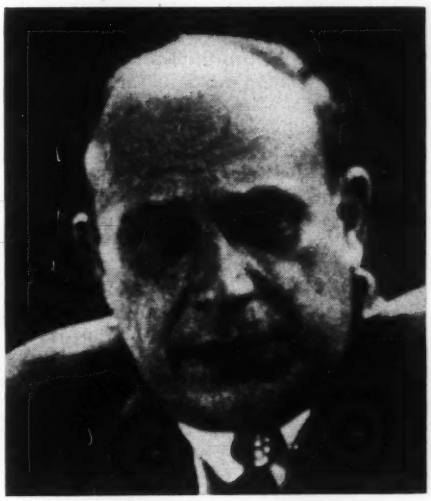
KEATING: I am sure it did not. As you know, each juror was asked whether or not he or she objected to being photographed, and there was no objection. I'm sure that the verdict arrived at by the jury was based upon the evidence and the law given by Judge McDonald without regard to cameras being in the courtroom.

Q: Well, now—without belaboring this point too much, Mr. Keating, I'd like to ask you most important of all: Do you think that the presence of this equipment and the telecasting and broadcasting of this trial in any way detracted from the defendant's

CONTINUED *page 138*

TRIAL JUDGE

"I do not regret having permitted it [radio-tv coverage], and if it were requested again in the proper case I would again permit it."



PROSECUTING ATTORNEY

"I think that the trial was conducted fairly, honestly and honorably and would not have been conducted any differently had there been no cameras in the courtroom."

DEFENSE ATTORNEY

"Not once at any one period or stage of the trial was the decorum of the court, was the dignity of the court, or was any procedure affected . . . as a result of . . . televising."

THESE SIX RECOGNIZE RADIO-TV RIGHT IN COURT

THERE can be no more eloquent testimony for radio-tv's right in the courtroom than the opinions expressed by six people—all vitally concerned with the John Gilbert Graham trial.

Trial Judge Joseph H. McDonald unhesitatingly declared the coverage in no way hampered the defendant's rights.

Prosecuting attorney Bert M. Keating likewise saw no disruption to the processes of justice.

Chief defense attorney John Gibbons went further to say that radio-tv's coverage was generally better than that of the press.

Jury foreman Ralph Bonar said radio-tv hadn't any effect on the trial participants, in fact it was forgotten by most.

Gloria Graham, widow of the defendant, felt that the cameras and microphones did not influence either the witnesses or the outcome of the trial.

State Supreme Court Justice Otto O. Moore, whose report favoring relaxation of Canon 35 permitted radio-tv coverage of the Graham trial, said that the unobstrusive conduct of these media justified his report's conclusion that cameras and microphones should be admitted to courtrooms.

JURY FOREMAN

". . . People that are going to be called for jury duty . . . have no way of knowing what it is. I think that the medium [radio-tv] is very, very good to educate prospective jurors in the future."

DEFENDANT'S WIDOW

Answering the question whether she thought that the presence of radio and television had anything to do with the outcome of the trial: "No, I don't think it did."

SUPREME COURT JUSTICE

Radio and television coverage of trials "has and would tend to have over the years a very definite influence in the realm of deterring crime."

INVEST

YOUR TV DOLLARS

WHERE THEY BRING LARGER DIVIDENDS

The latest NIELSEN SURVEY *proves* that KTBS-TV, CHANNEL 3 gives you *more* . . . more TV homes . . . reaches more of these TV homes MONTHLY and WEEKLY . . . delivers more for your money.

316,400 HOMES in KTBS-TV Area give you a bonus of 31,900 homes over Station B, according to A. C. Nielsen Co., world's largest statistical and rating organization.

157,980 TELEVISION HOMES in KTBS-TV AREA, a bonus of 13,120 over Station B, is shown by the Nielsen Survey.

136,860 HOMES REACHED MONTHLY by KTBS-TV, a bonus of 6,740 over Station B, proven by Nielsen.

131,870 HOMES REACHED WEEKLY by KTBS-TV, a bonus of 5,120 over Station B is shown by Nielsen.

KTBS-TV with its maximum power is the place to be . . . *there's more* to see on Channel 3 . . . and *more people* see it!

KTBS-TV
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

rights to a fair trial which, of course, is paramount?

KEATING: Not in the least. I think that the trial was conducted fairly, honestly, and honorably and would not have been conducted any differently had there been no cameras in the courtroom.

Q: Well then, may we ask you . . . . Do you think the television and radio stations of Denver have demonstrated a sense of responsibility which would qualify them to cover future trials?

KEATING: Yes, I am sure they did. The decorum of the court was maintained at all times. There was no noise from cameras. There was no confusion caused by cameramen moving around the court. There was no flash equipment used. I think that the radio and television stations did themselves honorably in this trial.

Q: In any trial, no one can be more zealous in protecting the rights of the defendant than his defense attorney. Here were the impressions of Graham's chief defense counsel, John Gibbons.

Mr. Gibbons, as the chief attorney for the defense in the John Gilbert Graham trial, do you feel that the rights of the defendant were in any way violated through the presence of television cameras and radio recorders in the courtroom?

DEFENSE ATTORNEY

GIBBONS: Well, as you probably recall, Graham requested that I file an affidavit in which we stated that we objected, and objected strenuously, to any canned or live television of the trial itself.

Q: Right.

GIBBONS: However, during the trial I can truthfully state that not once at any one period or stage of the trial was the decorum of the court, was the dignity of the court, or was any procedure affected, in my opinion, as a result of the televising of this case.

Q: Well, then, you do not feel that the rights of the defendant were jeopardized by our being there?

GIBBONS: No, I don't feel that they were jeopardized save and except it has always been my contention that a defendant has the right to determine whether or not he will be televised or not be televised. In this case, the court ruled that he did not have such a right.

Q: Mr. Gibbons, did you see and hear any of the television and radio coverage of the trial?

GIBONS: Why yes—I did. I saw numerous excerpts of the Graham trial at home after the day in court.

Q: Well now, do you think that the recorded and the televised excerpts told objectively what was happening at the trial?

GIBBONS: As a matter of fact, in most cases it was told far better than the daily newspapers.

Q: Well now, do you think that trial coverage such as was done then by the Denver area stations has any educational value for the public?

GIBBONS: Yes, I do feel that youngsters, children in school, children of teen-age and high school age were greatly benefited by being able to take into their home or be brought to their home, various excerpts in the trial to show the actual functioning of the court, to show the way a trial is conducted.

Q: Do you think, conceivably, it could serves as a deterrent to crime?

GIBBONS: I think that every time that crime is mentioned, and it has brought the raw justice to a person's home or to their vision, anything that appears, even in print or on tv, that shows what could happen to a lad or a youth, or even a man or a woman in the event they are charged with crime—I think all of those items are great deterrents for crime.

Q: We talked to the person closest of all to the defendant, his wife, Mrs. Gloria Graham, to get her views of the trial coverage by radio and television.

Mrs. Graham, you're familiar, of course, with the fact that radio microphones and television cameras were present in the courtroom at the time of your husband's trial?

DEFENDANT'S WIDOW

MRS. GRAHAM: Yes, I am.

Q: Do you think the fact that television was there and radio was there had anything to do with the outcome of the trial?

MRS. GRAHAM: No. I don't think it did.

Q: Do you think conceivably in any possible way, the cameras and the microphones may have influenced the witnesses or the jury in any possible way?

MRS GRAHAM: No, no—not at all.

Q: Do you think your husband had a fair trial?

MRS GRAHAM: Yes, I do.

Q: Now, you are familiar, of course, Mrs. Graham, with the fact that in the early stages of the trial your husband had his attorney submit an affidavit to the judge asking that television cameras, film cameras that is be barred from the trial? You knew that?

MRS. GRAHAM: Yes.

Q: Can you give us any reason why he may have felt that way about it . . . why he may not have wanted television in the courtroom?

MRS GRAHAM: Well, I think the main reason was that there had been so much publicity, and I don't think he was as concerned for himself—the publicity for himself—as he was for the children and I and other members of the family that would be there at the trial. I think that had something to do with it.

Q: Do you think as things finally turned out, that television had any influence on the publicity end of the trial one way or the other?

MRS. GRAHAM: No, I don't think so—but of course at the time we didn't realize exactly what it was going to be all about.

Q: The FBI had no objections to the filming and recording of the faces and voices of its agents who appeared as witnesses for the state—among them, Agent James R. Wagoner.

(Testimony of FBI agent is from film record of trial.)

WAGONER: He told us that on the day that Mrs. King left for the Denver Motor Hotel, Nov. 1, 1955, with his wife and son, that he took Mrs. King's luggage out to his car and opening the trunk of his car, he placed her large tan suitcase in the trunk and while opening the trunk, he placed the

"Look, Ma—no hands!"

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FROM ERIE'S SHORE: RELAX CANON 35

MORE juridical voices have been raised in behalf of broadcasting's access to the courtroom. This time from Cleveland, where WSRS in that city presented a private screening of "Electronic Journalism in the Courtroom" for the judges of the Common Pleas Court of Cuyahoga County.

Aftermath of the film presentation was almost unanimous opinion by 11 judges as well as representatives of the Cleveland and Cuyahoga County Bar Assns. that Canon 35 should at least be partially eased.

Some of the judges' comments:

Judge Felix T. Matia: "Anyone who thinks newspapers, cameras and even television won't be in the courtroom eventually, is just plain old-fashioned."

Chief Justice Samuel H. Silbert: "I'm for relaxing Canon 35 to give me control of my courtroom."

Judge Joseph H. Silbert: "I know newspaper cameras can operate silently and without distraction in a courtroom. I'm not yet sure about television. But I wish the Ohio Supreme Court would permit me to let pictures be taken where it would do no harm."

Several raised the issue of "the right to privacy"; whether it is fair to witnesses and jurors under subpoena to be televised against their own wishes. A few were concerned about the possible effects of the camera on the rights of parties in court, particularly a defendant accused of a major crime, such as was John Gilbert Graham in the Denver plane-bomb case.

Those attending the WSRS filming, however, went on record as saying they didn't believe Mr. Graham's rights had been prejudiced in any way and that his trial was as fair as it would have been even without any such media present.

WSRS President Sam R. Sague, who arranged and moderated the showing as well as the ensuing informal discussion, declared that WSRS is preparing a formal request to Chief Justice Silbert for permission and a test case in court.

Mr. Sague, noting that radio is the less conspicuous of the broadcasting media, pointed out that radio could broadcast the entire court proceedings and would be more effective than any other media dissemination.

"Comments by judges at the showing," he said, "were of the opinion that the whole broadcast would be mandatory rather than clips and parts which might be interpreted by some as editorial. In view of that, WSRS believes each case should be broadcast in its entirety and is processing its request in the courts on that basis."

The Cuyahoga Court, largest in Ohio, went on record more than a year ago in favor of relaxing Canon 35 of the American Bar Assn. The canon was adopted as a rule binding on all Ohio courts by the Ohio Supreme Court in 1954.

AMONG those attending the WSRS presentation (l to r): William Weiss, representing the Cuyahoga Bar Assn.; Judges Felix Matia, Charles White, Earl Hoover, Sam Silbert (chief justice), Roy McMahon, Benjamin D. Nicola, Arthur H. Day, J. J. P. Corrigan, Joseph Silbert, William J. McDermott; WSRS President Sam R. Sague; Andrew Pangrace, executive secretary, Cleveland Bar Assn.; Kenneth S. Nash, mayor of Cleveland Heights; Judge William K. Nash, and Henry Speeth, president of the county commissioners.

bomb in the trunk. He told us that he placed the dynamite into a paper sack and that in the center of the dynamite he placed the two caps and that he tied a cord around the sack and the dynamite for the purpose of holding the caps in place. He said that he then connected up the bomb to the timer and the battery, and while Mrs. King's suitcase was open in the trunk of his car, he placed this bomb into her suitcase.

Q: Under the Colorado Supreme Court ruling, the members of a jury were given the right of refusing photography of themselves. But at no time did any of them at the Graham trial object. At the end of the proceedings, the jury foreman, Ralph Bonar, made these comments.

Mr. Bonar, I know that you were one of the first jurors through the box there, and a great number more went through. What was their reaction to television coverage of the trial?

JURY FOREMAN

BONAR: Well, I didn't hear a thing against it. I guess I must have seen about 280 of them go through there, and I heard not one comment against television in the court.

Q: Well now, as foreman of the jury in the Graham trial, did you or any of the other jurors notice anything distracting about the radio and television coverage?

BONAR: Definitely not. Frankly, I had forgotten that it was there.

Q: That was after the trial was along?

BONAR: It was after the trial was along, yes.

Q: You were aware to begin with that . . .

BONAR: I could see the booth in the back, and I could see the cameras moving around when we were moving in and out of the courtroom. But outside of that, there was no distraction.

Q: No distraction at all, then. Now, do you believe that the radio-television coverage had any effect on the witnesses or any of the other participants in the trial such as the attorneys, the judge, and so on?

BONAR: Well, of course, as far as the witnesses are concerned I imagine that they would be just a little nervous anyhow, but I just do not believe the attorneys, the defendant, or anyone else was conscious that the cameras were there.

Q: Do you think that the coverage given by radio and television in any way jeopardized the rights of the defendant?

BONAR: I can see no way how it possibly could.

Q: There is nothing that it could do there to take away from any of his rights?

BONAR: I cannot see. I really doubt that the defendant was aware that the camera was there.

Q: Mr. Bonar, what comment did you hear following the trial—of the radio and television coverage?

BONAR: Well, of course, I had no chance to hear or see anything while I was on the jury but I have had a number of friends and a number of other people that have called and they all seemed very, very happy to have been able in some way to participate in this trial. In other words, they did get a good chance to see what was going on where they wouldn't possibly have been able to do it even if they had waited in line to get into the courtroom.

Q: The courtroom itself was quite crowded. They could only seat, I believe, about ninety people in the courtroom?

BONAR: I believe that's right.

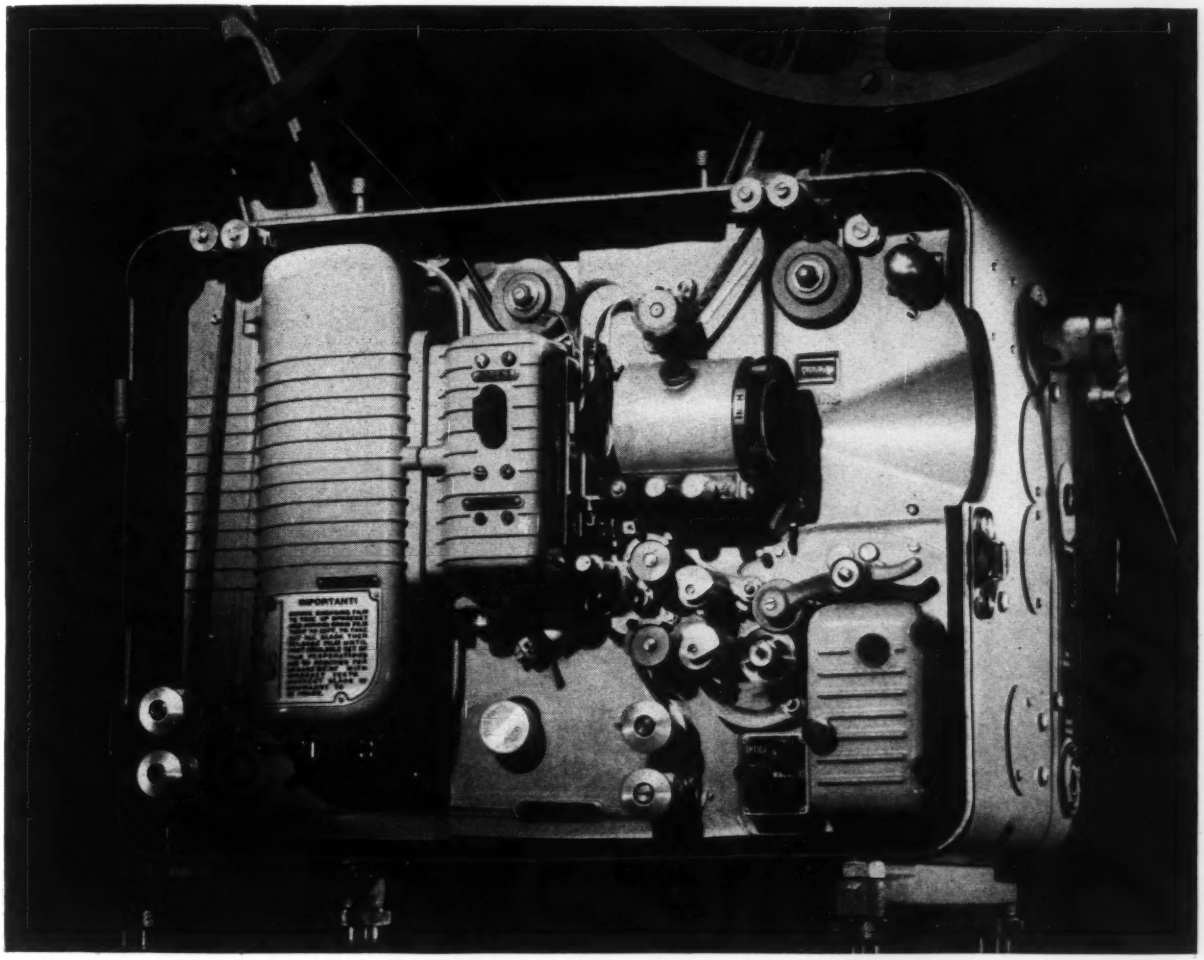
Q: And that was a small number that would have been able to see it, compared to the number that did on radio and television.

BONAR: Oh, yes.

Q: Now, do you believe there is any educational benefit from the trial coverage?

BONAR: Well, I think definitely there was. The fact that children, teen-agers, grownups, so many of them have never been in a courtroom. They have no idea of court procedure. You can take the people that are going to be called for jury duty—they have never been inside—they have no way of knowing what it is. I think that the medium is very, very good to educate prospective jurors in the future.

Q: Here is trial judge Joseph H. McDonald. Judge McDonald, the Supreme Court of Colorado, in its decision modifying Canon 35, gave the judges the right to exercise their discretion as to whether radio



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8.8¢ for taxes,
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0.1¢ interest on borrowed capital,
ABOUT 7¢ is left out of each dollar, which is apportioned approximately:
—3¢ dividends to 90,421 stockholders
—4¢ company growth through new facilities and products.

Many people, including some employees of the industry, erroneously believe that steel profits are as high as 25 cents on the dollar.

Actually, Republic's profits of 7% are fairly typical of the steel industry.

REPUBLIC STEEL

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and television coverage should be permitted at court trials. Now, what caused you to grant the stations the right to cover the Graham trial, which indeed was the biggest trial this state has seen in many years.

TRIAL JUDGE

McDONALD: Well, there were many factors which I considered before making my final decision. First, of course, was the Supreme Court decision. Secondly, I'd say the fact that I could not justify exclusion of any news media, under the decision. And, thirdly, I suppose I could find no legal or moral reason for not permitting such coverage in the trial.

Q: Now, Judge McDonald, you laid down certain rules in granting access of radio and television stations to the trial. Would you outline them for us briefly?

McDONALD: Well, briefly, I recall that I insisted that the people involved remain in a fixed position. In the case of radio and television in the booth, none of the personnel were to leave the booth until the court stood in recess, and of course, no artificial lighting was permitted—all the television pictures were made with the natural lighting and what artificial lighting then existed in the courtroom.

Q: Were you able to see and hear any of the television and radio coverage of the trial, judge?

McDONALD: I heard none of the radio coverage. However, I did see some of the television broadcasts and newscasts. However, most of the time by the 10 o'clock news, I was in bed during the trial.

Q: From what you were able to see, do you think the stations gave a fair reflection of what happened at the trial?

McDONALD: From what I saw, I'd say it was an excellent reproduction of what did occur in the courtroom that day. And it was very interesting to me to be sitting on the other side of the bench during the viewing of these pictures.

Q: Do you think the public benefited in any way from the television and radio coverage, Judge McDonald?

McDONALD: I do. In view of the fact very few people do get to see what goes on in our courts, I believe this was an excellent opportunity and from all reports that I got from people who did view the accounts on the television screen, they were greatly pleased and somewhat surprised by the pictures.

Q: Now, do you feel that the presence of radio and television equipment in the court hampered in any way the rights to a fair trial for the defendant?

McDONALD: Obviously I don't, or I wouldn't have permitted it. I don't feel that any of his rights were violated by permitting radio and television coverage.

Q: Well now, do you think this equipment had any effect on the witnesses or on the jury?

McDONALD: You will recall that I advised all witnesses and all jurors that the proceedings were being covered by television and radio. No witness objected. No juror objected. Except, as you also recall, at one point the defendant, when he took the stand, did request that the cameras and the sound equipment be turned off, and we honored his request at that time.

Q: However, he submitted an affidavit asking specifically for the barring of television coverage, but you did not grant that request. Why was that, Judge?

THIS is title frame from freedom of access film which was produced by Denver area stations.

McDONALD: I didn't grant that request because I felt that the defendant himself, as to the general over-all coverage of the trial, has no rights in the premises, that it was up to the court to determine whether or not his rights were being violated and of course, I felt they were not being violated by permitting this type of coverage at this trial.

Q: Well now, Judge McDonald, have you had occasion to regret, then, the fact that you did permit radio and tv to cover this trial?

McDONALD: No, I do not regret having permitted it, and if it were requested again in the proper case, I would again permit it—and of course, the cooperation of the people who were involved, like yourself, was greatly appreciated by the court.

HOW RADIO-TV IN DENVER ADHERES TO COURT ORDER

A SET of rules governing conduct of broadcasters in reporting court proceedings is used in Denver, where the Denver Area Radio & Television Assn. has pioneered electronic journalism in the courtroom. The rules were drawn up after the Colorado Supreme Court, in defiance of the American Bar Assn.'s Canon 35 ban on electronic reporting, had ruled the media should have the right to cover court proceedings under controlled conditions.

NARTB's Freedom of Information Committee is planning to set up its own rules of procedure for guidance of all broadcasters. These rules will incorporate provisions of the Denver document, along with the operating principles used by broadcasters in covering court trials under jurisdiction of the Kansas Supreme Court and rules used in other areas.

Here is the set of rules agreed to by all Denver radio-tv stations:

1. All tv and radio coverage of trials must be pooled. Arrangements to broadcast or photograph a trial, arraignment, argument on motion, or any other preliminary hearing must be made through the secretary of the Denver Area Radio and Television Assn. Initial contact with the presiding judge of the particular court must be made only through the secretary.

2. When the secretary has obtained permission, make certain that the personnel who cover the proceedings contact the judge and introduce themselves and arrange to have the equipment set up prior to the opening of court. Explain to the judge what coverage is planned and, if the judge raises objections, modify the plans to meet his objections. Also, find out from the judge whether arrangements are to be made with the judge personally or with his clerk or bailiff.

3. Always address the judge as "Your Honor" or "Judge."

4. Always ask permission of the clerk or bailiff to see the judge in his chambers.

5. Dress properly for court. A coat and necktie are a *must*.

6. Regardless of how others may act in court, all radio and tv personnel should conduct themselves with dignity and do everything possible to preserve the decorum of the courtroom.

7. Always stand when the judge leaves or enters the courtroom and remain standing until the judge has assumed his position upon the bench or has left the courtroom.

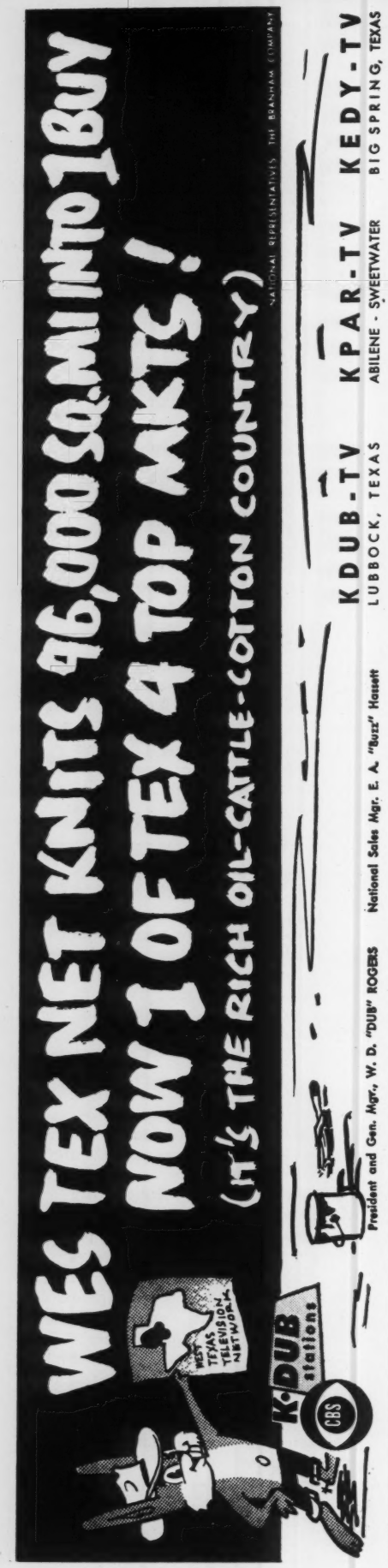
8. Formal proceedings in courtrooms, other than trials or matters preliminary thereto, such as swearing in ceremonies of new judges, lawyers, etc., may be covered by radio and tv without contacting the association's secretary. Prior permission should be obtained from the presiding judge and all other rules of conduct as set out herein must be observed. If more than one station appears to cover the proceedings, ask the court if he desires pooled coverage. If he does—*pool*.

9. Individual appearances of judges, attorneys, defendants, witnesses, jurors, or any parties in chambers or outside the courtroom should be handled with extreme care and discretion but need not be pooled. Always obtain prior permission from the judge for such coverage.

10. Do everything possible at all times to make the coverage as unobtrusive as possible and make sure that microphones, cameras, and other equipment are as inconspicuous as possible. Care should be taken to make any wiring needed as unobtrusive as possible.

11. Do not use microphones or other equipment with visible station call letters in the courtroom.

Your observance of these rules will insure our being allowed access to the courts.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YOU have acquired a new radio property. Your first question:

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A glance at the FCC approvals in this week's B•T will tell you now have joined the hundreds of operators who face this problem every year.

Experience gained by the management of the new Imperial Broadcasting System's key station, KPRO Riverside, Calif., may well prove the basis for a "do-it-yourself" dedication program, which, with minor modifications, lends itself to practically any radio community.

WHEN you take over the reins of a station the call letters and dial position of which are already familiar to listeners, how do you communicate to the community that a "new look" in public service and programming is planned? Frank Danzig, president and general manager of Imperial Broadcasting System which recently acquired KPRO Riverside, Calif., tells the procedures IBS followed in the Feb. 1-March 1, 1957, period prior to KPRO's rededication.

Its main ingredients: several months of planning; 30 days of actual execution; a relatively modest cash outlay (for a market of over 650,000) and elbow grease. That's what went into the rededication of KPRO as "Radio Riverside."

First consideration, in the planning stage: how about changing the call letters? Here was a station with a pretty stormy background, including operation in trusteeship during the five years prior to our purchase. Yet management decided that in an am-fm-tv area so thoroughly saturated by stations as Southern California, it would be foolhardy to toss out public recognition of call letters developed over 16 years. The subtitle "Radio Riverside" was added. It was alliterative. It implied that this was the city's *own* station (helpful at a time when a rival new daytimer was in the process of construction).

Next came a "Treasure Hunt." It's lure, a cash award (in our case, $500). To corral police and civic support, it was linked to a safe-driving campaign. Treasure Hunt entrants were required to sport a safety campaign day-glo bumper strip on their vehicles which read: "In or out of town, slow down," followed by KPRO's call letters and frequency. Bumper tags were stuck on more than 3,500 vehicles. Now two months later, we believe 40% are still riding around town, happily advertising the station in the name of safety.

The local newspaper, the *Riverside Press-Enterprise*, carried the story in a big way, and the city's safety council, police chief, and other authorities heartily approved the campaign. New and used car dealers, all station clients, were distribution points for the safety stickers. And a spot campaign stimulated interest in the Treasure Hunt during a 10-day build-up period. The rules of the hunt, especially the "entry at one's own risk," were published in the local newspapers.

As an indication of the enthusiasm developed in high civic circles, the mayor, city manager, fire chief, chief of police, each of 14 dignitaries actually recorded the clues broadcast every hour on the hour for 14 days, each clue written in a four-line jingle.

No actual cash was buried. A certificate was planted in the frond of a palm tree. The tree selected was in a location which could cause a slight, but not serious traffic tie-up in the final hours of the hunt, and was checked out in the dead of night.

During the closing hours of the hunt a photographer was hidden near the all-important spot. The result: a picture of the winner which hit the paper prior to the dedication luncheon.

The hunt, of course, was used to direct attention to the big event, the actual rededication exercise. This was a luncheon in the historic Mission Inn. The guest list included 400 of the top civic, educational, and business leaders as well as past, present and prospective sponsors. The station's sales department was happily responsible for 80% of the guests.

The Mayor declared the date "KPRO Day" in a proclamation that read well in the newspapers. A full-page ad, too, invited public attention to the broadcast scheduled from the luncheon. Considerable care was taken in the seating arrangements, and a minimum of KPRO and IBS executives sat on the dais.

Because of Riverside's proximity to Hollywood, management was able to obtain Art Baker as guest of honor. Page Cavanaugh and his trio entertained, as did Roberta Linn, NBC songstress. Talks by management were held to a bare three-minute maximum, and guests were fed, entertained, and we believe convinced, and on their way by 1:30 p.m., another record for breaking up a business luncheon.

My talk, as well as that of Bart Ross, vice president and general sales manager for the network, stressed dedication to community service, pledged new features, and top programming for the finest entertainment. KPRO Manager George Corneal in-

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JOHN W. HUBBELL

Mr. Hubbell did display and advertising work with the Colgate Co. and sales work with the Butterick and Curtis Publishing Cos. before joining Simmons in 1929. Beginning as promotional sales manager, he advanced to promotional sales and advertising manager before acquiring his present title. In 1942, he was given a dollar-a-year appointment with the War Production Board. This was followed by three years in the army as Liaison Officer with the Motion Picture Industry and Chief of the Army Overseas Motion Picture Service. Mr. Hubbell is an honorary life director and former chairman of the Board of Brand Names Foundation, a director of the National Sales Executives Club and a trustee for the American Fair Trade Council.

Keeping abreast of the latest advertising and marketing developments is a "must" with most of the executives who are important to you—and there lies a basic reason why you will find your top prospects combing the pages of Ad Age every week.
The latest advertising-marketing news, sharp analyses of current trends, factual reports on important developments: all carry weight in shaping today's, tomorrow's and future decisions. It's Ad Age's thorough and dynamic delivery of these every week that makes it indispensable—not only to those who *activate* but those who *influence* the important marketing and media decisions.

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Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

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**Broadcasting-Telecasting 1956 Report.

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troduced the entire staff.

The effect of this campaign was threefold: a renewal of public interest in the station, a revival of sponsor interest in the station's sales potential and a tremendous and lasting upsurge in station morale.

The most accurate yardstick by which to measure the company's effectiveness lays in the gross sales figures. KPRO had been enjoying relatively healthy grosses. Within 60 days of the month-long ceremony, station billings increased 43%!

But, it was not all 'beer and skittles"—management's consumption of aspirin reached some high levels. And what would be the worst possible thing that could happen on the day of a radio station's rededication?

You're right . . . .and it happened!

At 7:03 a.m. on rededication day, KPRO's transmitter, with a record of six months uninterrupted 24-hour service, blew off the air. Deep in its technical bowels a micro-micro farad condenser disintegrated. To the great chagrin of all, the station remained silent for the all-important 12 hours.

At the luncheon Art Baker quipped "KPRO became so excited over its rededication it's just had a nervous breakdown."

But we'd do it again!

We'll happily trade a cost of about $3,000 and a bundle of jangled nerves for increased station billings of 43%, plus the renewed community interest in our operation. And, comes the fall, we're planning on the same treatment for KREO Indio, KYOR Blythe and KROP Brawley, our other network outlets in Southern California.

WCBS Publishes Tabloid

WCBS New York published a four-page tabloid "newspaper" to publicize *This Is New York*, its new hour-long nightly radio "spectacular." The paper, in its first and only edition, contained articles describing every facet of the new program (Mon.-Fri., 10-11 p.m.). Issues have been circulated to agency timebuyers, trade press editors, and the staff of CBS Radio Spot Sales, the station's national spot representative.

MBS Issues Timebuying Kit

TO facilitate the buying of time and programming on Mutual, the network is preparing a booklet for distribution to agencies throughout the country. It will contain a two-page chart ("Do-It-Yourself Table") to enable agency personnel to calculate rapidly the cost of a prospective buy, covering many combinations. Titled *Power of Radio Plan*, booklet gives cost information geared to new MBS affiliates' contract.

Bill Stern to Tour Russia

A FLYING tour to Russia with 32 of his listeners is scheduled for August 5 by Bill Stern, WINS New York personality. The station reported Mr. Stern has received permission to tape impromptu interviews with Soviet citizens in the streets, theatres and factories in Moscow, Leningrad, Kiev and Kharkov. Tapes later will be used on Mr. Stern's three-hour morning show over WINS.

KDKA-TV'S LIGHT TOUCH INTRODUCTIONS

USING a zany host to burlesque the theme of the upcoming film, KDKA-TV Pittsburgh has gained a solid viewership for it's late afternoon-early evening movie package program, the station claims. The show, *The Big Adventure*, runs from 4:45 to 7 p.m. and includes shorts, cartoons, news and weather.

Live entertainment in *The Big Adventure* is rehearsed to relate closely to the main adventure film in a witty but effective fashion. For example, host Hank Stohl preceded the first reel of a British Colonial type movie by appearing on stage appropriately dressed, and began sniping at the revolting natives from a rock. In the midst of the "battle" he stopped suddenly to accept a cup of tea.

A good many sages, including the press, were apprehensive about such a format, the station said. But the February Nielsen arrived, and KDKA-TV believes it may have struck "a veritable vein of gold." It gives most of the credit to Mr. Stohl for "a complete wrap-around job" during the program.

Garbed for piracy

Top gun for western

Colonial's teatime

The big break

Big Noise Announces Switchover By KXOK Shows to 'New Sound'

SOME 10,000 St. Louis citizens came out to a six-hour open house staged two weeks ago by KXOK there. It was the climax of several weeks' buildup by the station for its "New Sound" in St. Louis, first heard April 29. "New Sound" features are high-fidelity music, restyled newscasts, time and weather reports and a series of "mystery sounds."

To alert listeners to the change, KXOK sent costumed performers out on the streets with portable radios and special "New Sound" discs to pass out to the public. A female flutist, dressed as Pied Piper, led the curious to a cart full of KXOK souvenir records; an organ grinder (playing a radio tuned to KXOK instead of the traditional organ) passed out booklets and records, and a duo of KXOK dancers, strolled the streets, stopping at intersections to dance to KXOK music.

Another feature of the week-long promotion was a "New Sound Baby," born a second after midnight April 29 at St. Joseph Hospital. Taped interviews with the mother and nurse were broadcast throughout the day of the baby's birth. Full-scale use of newspaper, outdoor and radio advertising also heralded the station's switchover.

The 10,000 who braved cloudburst and drizzle to come to the KXOK open house were entertained by station personalities Ed Bonner, Bruce Hayward, Bill Crable and Peter Martin, the strolling acts, the Benny Rader Orchestra and recording artists Tony Bennett, Rusty Draper and Joy Layne.

HORN BLOWING PAYS

LESS than six months ago KTLA (TV) Los Angeles operated without a promotion department. It has one now. In fact, by last week the station could fill a 3 lb. brochure with examples of what its new department has created.

The colorful presentation listed the rush steps undertaken to launch the promotion unit, including: a new station logo, or signature for use in all promotions; a variety of promotion forms; a large audience-seeking campaign employing billboards, radio, newspapers, consumer magazines, and bus benches; a popularity push by the station and KLAC Los Angeles to mention each other frequently in station announcements; and singing ID's on KTLA.

The station says the results have been well worth the efforts, and claims a 10% overall audience increase.

KYW-TV's 'Summer's Special'

KYW-TV Cleveland has planned a "Summer's Special" campaign to benefit local advertisers and at the same time its listeners. Contests are scheduled throughout the summer for the listeners. An advertiser is offered a flat rate for the plan and is then entered on the list of merchants that will have entry blanks for the contests. The entry blanks will be available only at the advertisers' point-of-sale display. A full-page ad in a trade magazine, on-the-air promotion, billboards, car cards and newspapers are a few of the ways KYW-TV plans to promote the name ("Summer's Special" on KYW-TV), the events to be offered and the participants. Among the prizes are a 21-inch color tv set, a Thompson electronic organ and a hi-fi four-speed record player.

WABC Sets Boating Show

WABC New York is presenting *Boating With Lew King*, a 15-minute weekly program on sail and power craft for the amateur (Thursday, 8:30-8:45 p.m.). Shows will include navigation, chart reading, boat handling and places to go in the New York area.

Renee Reifel

She wants to know what we did with the $401,518,000

RENEE REIFEL is a secretary in the marketing department of Union Oil. She is also—through our Employees' Incentive Plan—one of our 5,906 employees who hold shares in the firm.

This entitles her (along with over 65,000 other people who own shares in Union Oil) to a report on the 66th year of business of the 47th largest industrial company in the country.

In 1956 our customers paid us $401,518,000—a new record.

How we spent it

We spent 72.1% of this—or $289,481,000—with over sixteen thousand other companies and individuals with whom we do business.

The more than 1000 tax collecting agencies took another 3.7%, or $14,830,000. This does *not* include the $74,120,000 we collected from our customers as fuel taxes and turned over to governmental agencies.

Wages and other benefits for our workers and their families amounted to 15.7%, or $62,966,000 of our income.

This left 8.5%—or $34,241,000—as net profit. Slightly more than half of these earnings—$18,261,315—were paid in cash dividends to Renee Reifel and our other 65,000 share owners.

The balance of our net earnings—equal to 4.0% of our customers' dollars—we reinvested in the company in order to stay in business.

The new ownership

It seems to us this report does more than give an account of our stewardship to Renee Reifel and our other owners.

It points up the broader base of ownership of American business. In the last four years, for example, the shareholders of all companies listed on the New York Stock Exchange increased by 33%. Union Oil did even better—41%.

This could happen only in a freely competitive economy that encourages and rewards individual effort.

* * * *

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

KROC-TV Plugs Baseball

AS a means of promoting NBC-TV's coverage of major league baseball games each Saturday, KROC-TV Rochester, Minn., distributed thousands of bags filled with peanuts to viewers in the station's area. The bags bore the imprint: "Grab a Goober and Take a Gander at KROC-TV (NBC) Channel 10 Rochester Major League Baseball Every Saturday Afternoon."

Hotpoint's 'Talking House'

RADIO-TV spot announcements and other sales aids are being distributed to builders participating in Hotpoint Co.'s new "Talking House" promotion to stimulate individual builder sales and promote the company's Customline appliances in homes. Theme of the co-operative advertising, merchandising and sales promotion campaign, involving firm's builder department, builders and local telephone companies, is: "The whole town's talking about the Talking House." Program calls for a particular builder's model home to be equipped with one of several playback recording devices for telling his sales story. Among other sales aids are folders, newspaper supplements, publicity packages, point-of-purchase signs, directional arrows, drop-in advertisements and, envelope stuffers. Campaign runs April through July.

WRVA Record Plugs Jamestown

IN connection with the eight-month Jamestown Festival which commemorates the 350th birthday of our nation, Carl Stutz, WRVA Richmond, Va., personality, has written four songs. The first, entitled "Three Ships," tells the story of the *Susan Constant, Godspeed* and *Discovery*, the three ships that brought the first settlers to Jamestown. The second is "Pocahontas," and the third, "The Old Church Tower," a waltz which has a boy-meet-girl theme and is set under the old Jamestown Church tower. The fourth, "Jamestown," is a tribute to the hardy band of pioneers who came to an unknown shore and is done in a march tempo. The songs are recorded on a 45 rpm and are being distributed by the station.

KULE Commercials Rhyme

KULE Ephrata, Wash., reports it put all station breaks and commercials into rhyme and broadcast them for a solid week at a profit. The radio station said it wrote rhymes for local firms—such as newspapers and billboard accounts—that weren't usually on the air. Some of them liked the idea and signed up, thus bringing in new business.

WIMA-TV Promotes 'Cinderella'

IN connection with NBC-TV's presentation of *Cinderella* ballet, WIMA-TV Lima, O., held a promotional contest for children, in which they were asked to submit drawings of their conception of the Cinderella coach. The winners were taken to dinner by the station, appeared on a tv program and were driven to and from their homes in a Lincoln-Mercury car, which was decorated as the Cinderella coach.

PLAYBACK

QUOTES WORTH REPEATING

ADS THAT BACKFIRE

FROM The Geyer View, *(April 10 issue) published by Geyer Adv. Inc., New York, commenting on the adverse effects of some commercials:*

WE spied on a covey of teenagers watching tv . . . and heard hoots of derision that greeted most of the commercials. At first we were angry. Then we saw that certain commercials were watched with interest and respect, and we realized that their scorn wasn't for advertising as such—it was for advertising that seemed to insult their intelligence through sophistry or unbelievability or ham acting or dullness or downright foolishness.

It reminded us that [this] is not only a disservice to the particular advertisers, but . . . to everyone in advertising because it lessens respect for all advertising.

Britain's Commercial Television News *(April 12 issue) in a critique on "What's Wrong With Tv Commercials?"*

IT is possible to make extravagant claims for the product and, on the Hitlerian principle that if you tell a thundering lie often enough people will believe it, you will get away with it—but only if your client has money to burn . . .

I believe (and will continue to believe until I see a shred of evidence to the contrary) that people are far more likely to buy a product which they associate with feelings of pleasure than one with which they associate feelings of irritation.

A SELLING 'CLIMATE'

R. M. BUDD, advertising director of Campbell Soup Co., speaking April 23 at the Los Angeles Advertising Club

RADIO and television programs have provided us not only the means to reach millions of people, but have provided effective, wholesome commercial "climate" for our selling messages. Certainly the believability, authority and acceptance of the media, whether print or broadcast, is an important element in the efficiency of advertising.

INCONSTANT YARDSTICK

THE Yale Law Journal, *January 1957, citing the responsibility of the FCC and noting several cases in which diversification of interests of an applicant has been considered*

WHEN faced with the choice between experience and diversification, the Commission should note that while lack of experience is cured with time, lack of diversification is not.

. . . the FCC's failure to develop a consistent affirmative policy has left the status of diversification unclear. And the Commission's repudiation of diversification in the cases where that factor seemed most relevant has undermined the healthier precedents set in less extreme cases.

OUR COMPLEX COMPLEX

THE Milwaukee Journal in an editorial on an April 11 address by FCC Comr. John C. Doerfer in that city.

ONE of the few bright spots in the news Monday was a talk by John C. Doerfer. He spoke on the problem of "deintermixing" television stations over the country.

What gave us a boot was the term itself. Deintermixture. How trippingly it rolls off the tongue! How Shakespeare would have loved to fit that baby into iambic pentameter—"The multitudinous sets deintermixed" leaps to mind.

But shall we stop there, Mr. Doerfer? What about the people who are against deintermixture? Certainly they deserve to be called antideintermixturizationists. That's exactly the same number of letters as the old record holder, antidisestablishmentarianism, and it has the further advantage of meaning even less without a paragraph of explanation. Or are we just deintermixed up?

TV'S COST-PER-HOME

EDWARD F. LETHEN Jr., CBS-TV director of sales development, speaking May 2 at the Indianapolis Advertising Club

IN America, advertisers support the tv industry with commercials. What they spend supports the networks which in turn supply the programs. . . . Make a guess in your own mind how much network program service (including sustaining as well as sponsored) from all three networks, costs the economy per home per month.

The figure is $1.51 per tv home per month. Do you think subscription television could live on this? This figures out at about one-third of one per cent of the income of the average family."

RADIO'S NEW STRENGTH

THE Charlotte News, *in an editorial April 10, extending 35th anniversary greetings to WBT Charlotte*

AS a commercial property, radio trembled under the shock of television. But radio has learned to live with itself and, in so doing, has actually increased its audience and bolstered its potential. There are more radio sets in America's homes today than ever before. Even in the age of television, radio remains a pioneer.

Psst! He needs an expert

And whenever you need dependable advice on insurance there's an expert always available—your local agent. He knows local conditions, too, and is acquainted with problems like yours.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage and to help you if you have a claim under your policy.

He is one of 200,000 *independent* local agents and brokers in business for themselves, to serve you.

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance. So, for quality insurance service, see your independent local Capital Stock Company agent.

CAPITAL STOCK COMPANY INSURANCE
Standard protection

For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by 220 Capital Stock Fire Insurance Companies

85 John St., New York 38, N. Y. • 222 W. Adams St., Chicago 6, Ill. • 465 California St., San Francisco 4, Calif.

"GEE!" said the little girl in Chicago

She was watching WGN-TV at noon (along with 331,800 other boys and girls). She was thrilled by the Lunchtime Little Theatre, designed by WGN-TV to get "GEE!" reactions (Nielsen, March, 1957, 13.5%).

She had her mother buy the sponsor's product.

That's why Top Drawer Advertisers use WGN-TV.

Let our specialists fill you in on some exciting case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with WGN-TV

CHANNEL 9—CHICAGO

from FAIRFAX CONE, *president, Foote, Cone & Belding*

WHAT'S REALLY WRONG WITH TV COMMERCIALS

Fairfax M. Cone; b. San Francisco, Feb. 21, 1903; educ. U. of California. Joined San Francisco Examiner *1926; became copywriter and account executive, Lord & Thomas, San Francisco, 1929. With Emerson Foote and Don Belding organized Foote, Cone & Belding as successor to Lord & Thomas 1942, became chairman of board 1948, president 1951, headquartering in Chicago. One of most active leaders in agency advertising affairs, he was chairman of American Assn. of Advertising Agencies in 1950-51.*

CRITICIZING advertising has been a popular intellectual and professional exercise for as long as I can remember.

More often than not this takes the form of blasting whatever is advertising's current favorite device or technique; or choosing a particular item of bad taste and calling this the standard of the industry.

In the case of television, the ugliest use of the medium is pointed to by the critics as its norm. This is unfortunate. And it is also, obviously, unfair.

What many of the critics are talking about, incidentally, is not the advertising so much as the products involved. Deodorants would be a fair example. But one must not generalize.

The principal thing that is wrong with television commercials in 1957 is only that some of the people who make them have failed in 10 years or so to achieve a standard of excellence that has eluded so many of the makers of printed advertising and their sponsors for something over 50 years.

We have the dull and the dreary in television commercials just as we have in printed advertising. And I think we may be disturbed by it a little more only because it is a little bit harder to get away from. The television advertising experience is a total experience, whereas advertising in newspapers and magazines usually occupies only a portion of the opened pages, and outdoor advertising is only a part of the scene.

I have heard the complaint that too many television commercials are nothing more than radio commercials with pictures added. And it is true that if you turn off the sound sometimes the pictures fail to make any point at all. But this is only the same lack of creativity that keeps some printed advertising pictures from adding any more than decoration to the words that surround them. To be sure, this is too bad.

A Ship Sails Empty

But poor advertising is always too bad. For the opportunity that is wasted is gone forever. The contact has failed to materialize into anything of value for anyone and there is no salvage. It is like empty berths in a liner at sea.

Certain commercials simply are ordered and made by people who will never be good advertising people in any medium; they have no imagination. Others still are made by and for individuals whose imagination is almost overpowering. In them the possibilities of sight and sound together induce a kind of delirium (which is at its worst when excited by French movie shorts).

There also are the pitchmen for patent medicines and auto polishes and used cars and real estate and furniture and clothing and the other things that pitchmen have always sold.

These, I must say, I kind of enjoy. I can see them and hear them without ever venturing into the seedier parts of the town. They remind me how lucky I am.

The commercials that really bother me are something very different. These are the ones that waste not the opportunity, but rather the medium: the advertising that belongs somewhere else.

It is simply not a fact that all advertising is more productive in television. What makes some seem to be is the matter of scheduling. Television, like radio in its heyday, demands continuity of the purchaser. He can't go in and out at will, as in the various printed media, and he becomes, perforce, a consistent advertiser. And usually a successful one.

When some of the other media owners realize what consistency can do and insist upon it (and make it attractive rate-wise) some of television's current users will abandon it for cheaper business cards and showcases.

The Resort to Trickery

When they do, the more interesting (and, I think, more legitimate) advertisers will fill the little screen with much more grace and greater effect. Just now we have a hodgepodge. And almost everyone is forced to trickery in order to be seen and heard.

What with the scheduling of sponsor commercials and alternate sponsor commercials and spots and station identification breaks for all kinds of people on every station in every 30 minutes, the jumbling of advertising is not unlike what would occur if the advertising pages of *Good Housekeeping, Field & Stream* and *Popular Mechanics* were intermixed.

One of these days many more advertisers will seek audiences instead of only audience. Television, somehow, will provide these. And advertising in the main will become more sharply and pointed and more thoughtfully prepared.

Meanwhile, we have some patterns for excellent commercials, particularly the clear, quiet demonstrations for demonstrable products and the spirited minute-productions when no demonstration is possible, to point the way.

These good commercials (and the ones that stick to their allotted time—without prologue and epilogue) are pretty wonderful, I think.

Even so, most of the advertising people that I know will never be satisfied for long. Their respect for television and its viewers and their own good names is much too great.

Techniques in television advertising wear out very fast.

Watch the Fords Go Buy

THE Ford contract with CBS Radio amounting to approximately $5.5 million gross billing could not have been better timed. It was signed during National Radio Week.

Ford's buy is not a tinseled affair. It is for a firm 52 weeks starting next fall with an option for another 13 weeks that could carry the contract through 1958—a major advertiser's insurance policy for the future.

In radio's history, few sales to a major advertiser have been so fully researched and analyzed. J. Walter Thompson Co. worked for months in presenting network radio's story to the auto maker, in terms of audience, homes, listenership, sets (including the important-to-Ford auto radios), costs per thousands and media comparisons. For the agency's client this was an awakening, and for the agency itself it was back to school for a re-education in radio basics.

For some time radio's salesmen have been deploring the fact that the vast numbers of radio-equipped automobiles are often forgotten. It doesn't take long for the Ford people, though, to incorporate this plus into their thinking.

Among radio's many advantages as an advertising medium is its ability to sell, entertain and inform on a mass basis. Ford means to do all three, having purchased a radio package that is made up of entertainment, news and personality selling. And with it, the advertiser will retain identity with the programming. This radio tune-up of Ford's advertising ought to spark similar interest elsewhere among big advertisers.

To add to this renewed radio network activity by bellwether national advertisers are the bright present and promising future of spot and local business. The road ahead is clear and it appears that radio sponsors can measure some very significant mileage by the time National Radio Week comes around again next spring.

Regulation and Its Future

A SPECIAL Congressional investigating committee with a mission and money is in spring training. Its assignment is depicted in its name: "The Special Subcommittee on Legislative Oversight." It has an initial budget of $250,000.

This committee is a pet project of House Speaker Sam Rayburn of Texas. Speaker Rayburn is jealous of the prerogatives of Congress. He has voted on the creation of nearly all of the independent regulatory agencies. He knows they are arms of the legislative and not the executive branch of government. He wants the investigation to develop whether these agencies are now acting as Congress intended when they were given life, or whether the bureaucrats are running them in their own way, ignoring the Congressional intent, or are subservient to the White House and the executive branch.

And that's where the FCC comes in. The inquiry is not directed against the FCC alone. It will cover all of the independent regulatory agencies, like the FTC, CAB, SEC and ICC. But, because of the importance of the FCC's work, major attention focuses upon it.

The chairman of the committee is Rep. Morgan M. Moulder (D-Mo.), a member of the House Commerce Committee, which handles legislation dealing with most of the independent regulatory agencies. The committee now is assembling its staff. It may be weeks or months before it gets to the public hearing stage. Meanwhile it will have access to the reports of the half-dozen inquiries, studies, inquisitions and whatnot, now being conducted by House and Senate committees and by the FCC itself, to help it formulate its own agenda for its FCC inquiry. With the attitude of Congress what it is, and with Speaker Rayburn's formidable support, it is likely this committee can get all the money it needs.

Congressional interest in the functioning of the independent agencies usually flares when there is split government—when the executive branch is of one party and the legislative is controlled by the other. That's the situation now.

Back in 1934, when President Roosevelt appointed Lame Duck New York Democratic Congressman Anning S. Prall to the then new FCC, he told him this was the "second most important job in Washington." Sam Rayburn was then the chairman of the House Interstate & Foreign Commerce Committee, which had drafted the Communications Act of 1934—the basic statute today.

Over the years, the partisan charge repeatedly has been made that the President, who has the appointive power, has "stacked" the regulatory boards, thus paving the way for partisan influence. The "opposition" in Congress has consistently contended that these agencies were created as bi-partisan entities.

It's fool-hardy to contend, either during Democratic administration or Republican (and Mr. Eisenhower is the first GOP president since the Communications Act became law in 1934), that the letter and spirit of that law have been complied with. Regulatory decisions have been influenced in the past and will be in the future until a fool-proof system is found. And it may be that the system and the laws are all right, but that the agencies are no stronger than the men who run them.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Everything is fine at all our stations . . . although I did find a copy of Newsweek *in one of the reception rooms."*

Infallible Argument for Access

RADIO and television coverage of the murder trial of John Gilbert Graham, one of the most widely publicized of the decade, provides an answer to the American Bar Assn.'s Canon 35 that will tax the ingenuity of those who contend radio and tv have no right of access to court proceedings.

A careful reading of the post-trial comments by principals in the proceeding will leave little room to question the obsolescence of Canon 35 and its ban against broadcasting of court proceedings. The canon was adopted long before television joined the ranks of mass media. Its existence 10 years after tv's commercial debut is testimony to the reluctance of the legal profession to join the march of civilization.

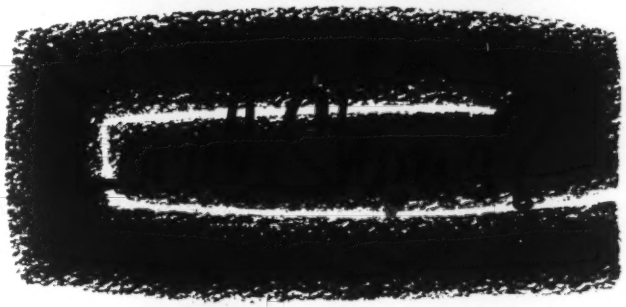
The district attorney in the Graham case, conceding the cameras had no observable effect on conduct of the trial, added this significant comment (see transcript of Graham trial comments, page 136): "The people seemed to think that they were entitled to this sort of coverage." The judge, defense attorney, defendant's widow, jury foreman and others agreed that radio and tv had covered the trial without jeopardizing justice or the decorum of the court.

Coming after the Colorado Supreme Court had ruled in favor of modifying Canon 35 and after the defendant in the "greatest known instance of mass murder" had been tried within range of camera and microphone, the documentary evidence of electronic journalism's legal role provides the perfect argument for broadcasters. NARTB is wisely preparing a 15-minute film summarizing the Denver incident. This will be available for broadcasting and for showing to legal and civic groups.

The arguments on behalf of electronic reporting, as offered by parties to the Graham trial, should be publicized in every community. State broadcaster associations are joining NARTB in planning wide publicizing of the film and the written transcript. No member of the legal profession who is ignorant of the lessons learned in the Graham trial is qualified to take a stand on behalf of Canon 35 or to oppose electronic reporting in the courtroom.

what do YOU buy?

KWK-TV serves one of America's **richest** areas with annual retail sales of more than $3,101,128,000! Grade B population alone includes more than 2,258,300 potential customers for your products or services. Your KATZ man can keep you covered with the complete story about the great St. Louis market and the LEADER in St. Louis Television—KWK-TV!



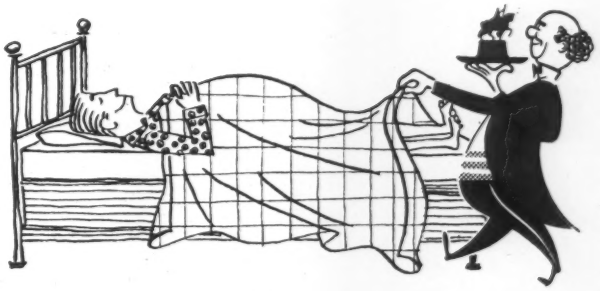
KWK-TV has the best-known personalities in St. Louis Television! Gil Newsome—Fred Moegle—Tom Dailey—offering top ratings—low CPM—and the local touch for YOUR campaign. Consider, too, the top-rated film programs available for your SPOT campaign on KWK Channel 4. Katz will keep you covered with this info!

OPERATION ID offers outstanding daytime availabilities on the LEADER in St. Louis television—KWK-TV. Fifteen ID's per week between 9:00 a.m. and 5:00 p.m. for $412.50! Five across the board at 10:00 a.m. pull a CPM homes of FORTY CENTS. Any time is a good-time on daytime KWK Television. Pick your times now. Check KATZ for availabilities in the KWK OPERATION ID.

By the way, the KWK-TV 5 & 10 PLAN offers 20 to 40% discount on day time buys. Check Katz for details!

KWK-TV has them all!

Represented Nationally by
THE KATZ AGENCY, INC.



The LEADER in St. Louis Television

KWK TV CHANNEL 4

Serving the Great St. Louis Market

completely keep covered

IN ST. LOUIS